The National CLEANER & DYER

Left: Elected new president of NICD is T. E. Milholland of Dallas, Texas. See convention report beginning on page 38

●

How to direct route sales. See page 56
Pointers on de luxe service. See page 84
Successful change to two levels. Page 92

APRIL 1950

How to keep filter pressures low and profits high

Keeping filter pressures low for a maximum period of time—and so keeping cleanouts to a minimum—is essential to the economical operation of your solvent recovery system.

Thousands of dry cleaners have found that this can best be accomplished with Hyflo*, the original high speed filter powder.

The secret of Hyflo's effectiveness lies in the fact that it is composed of tiny particles that build up an open, porous "cake" on the filter screen. This Hyflo cake is fine enough to trap out all the suspended impurities from the solvent, yet sufficiently porous to prevent clogging. As a result, the clean, clear solvent flows through freely and at high speed. Filter pressures stay low longer, shutdowns for cleaning filter screens are reduced.

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If you want to find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It will also tell you how to keep your filter system operating at top efficiency. Johns-Manville, Box 290, New York 16, N. Y.

JM

*Reg. U. S. Pat. Off.

Johns-Manville

HYFLO the original high speed Filter Powder

SYNTHETIC "SOAPLESS" SOAP

For Wet Cleaning—Spotting—Furniture Cleaning—Sweaters—Fugitive Colors

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"Such speed is worth dollars to me! I get whiter whites, brighter colors...and less spotting, too."...Aladdin Cleaners, New York, N. Y.

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SEC-o-matic Corporation
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☐ Please let me know where I can see a SEC-o-matic in operation.

Name

Address

City State

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National CLEANER and DYER

VOL. 41 APRIL, 1950 NO. 4

FOUR OF A KIND

We are always muttering that relatives in a plant are either very good or very bad. The Darko brothers of Indianapolis prove to be the former, mainly because each has his particular sphere of activity in the plant, with sole responsibility in that sphere. There is never any question, so far as the employees are concerned, as to who has the last word. This division of responsibility is so thoroughly adhered to that the bills and words can even be marked and assembled by different systems without impairing general efficiency.

The unusual predominance of stories about the Darkos in this and the preceding issue "Drycleaning Cotton" doesn't imply preeminence in all phases of drycleaning on the part of the four brothers. The plant, like many others, grew like Topsy during and after the war, and now is badly out-up, causing more backtracking and handling than are desirable. However, the owners expect to remedy this defect in the near future. In the meantime, the Darkos are tops in the quality of their cleaning, in their methods of packaging and selling, and in their customer control.

I'd like to pass on a typical "Order for Drycleaning" submitted with every suit by a certain customer who has been dealing with the Darkos for many years. The order isn't a reflection on the plant's service, but a tipoff as to how lucky a customer can be. It reads as follows:

"To: Darko & Sons, 2650-61 Shelby St., Garfield 2491.

"Owner: Sylvester Sherwin, 22 Columbia Inn, 850 N. Massachusetts St., Indianapolis 6, Ind.

"Suit: [illegible] suit.

"Description: Light tan and gray, fine alternate rib or stripe, summer weight, made by Albert Barnes.

"Service desired: Brush out, remove coils and pockets, drycleaning, press well, dry and crease, lapels and shoulders, pack in dustproof bag for storage until summer.

"Value: $165.

"Delivery: Normal, no rush.

That's all, brothers! W.R.P.

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Published monthly by the Trade Paper Division of The Reuben H. Donnelley Corporation, publication offices: 109 N. Clinton Street, Lancaster, Pa. Established 1918. Member Audit Bureau of Circulations. C. E. Donnelley, Chairman of the Board; R. M. Gassaway, President; G. O. Lillehoda, A. H. Bamforth, David L. Harrington, Vice Presidents; Carlton E. Frank, Vice President and General Counsel; H. W. Warner, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure prompt service. Subscriptions: United States $3.00 per year in advance; Canada $3.50; foreign countries [illegible]. Single copies: [illegible]. Entered as second class matter [illegible] under the act of March 3, 1879.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: Murray Hill 4-7000

Eastern Advertising Offices, 304 E. 45th Street, New York 17, N. Y. Telephone: Murray Hill 4-7000. William S. Crompton, Manager.

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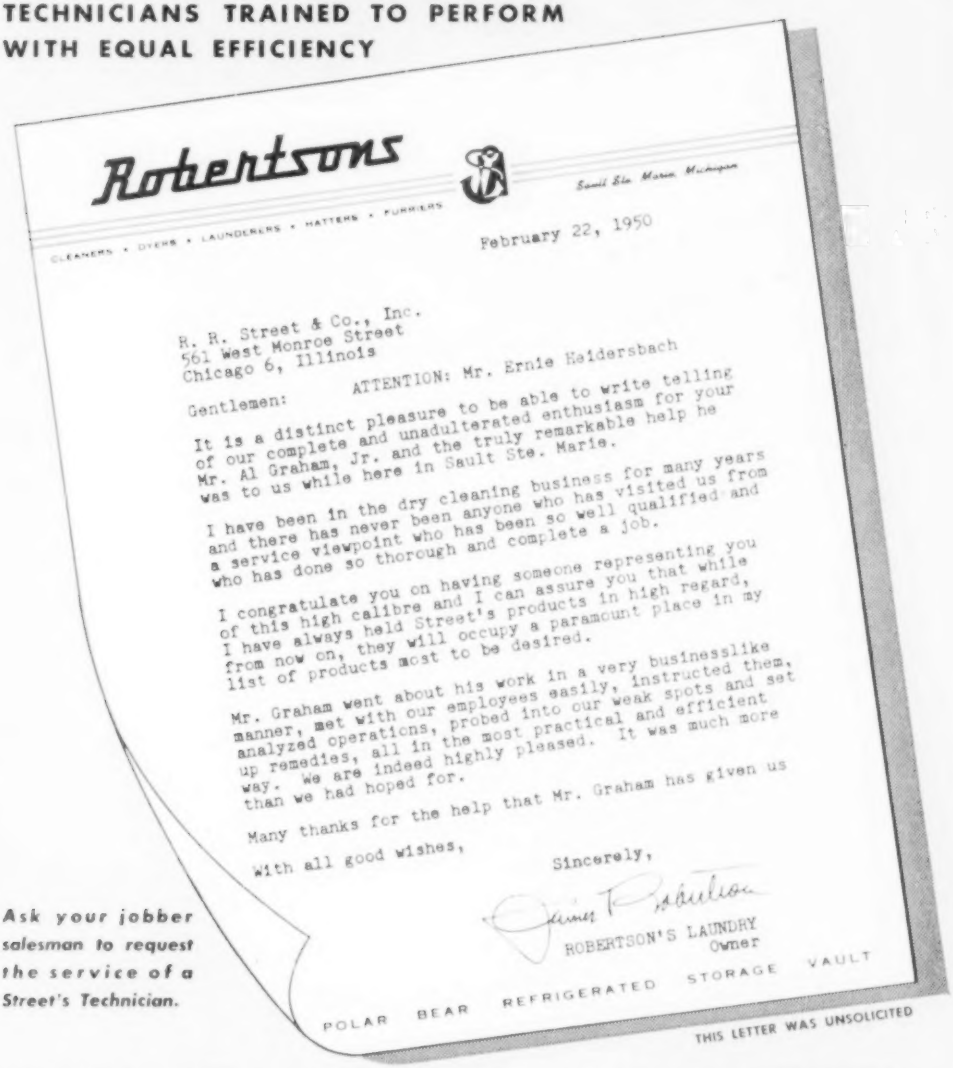

Robertsons

CLEANERS • DYERS • LAUNDERERS • HATTERS • FURRIERS

Sault Ste. Marie, Michigan

February 22, 1950

R. R. Street & Co., Inc.
561 West Monroe Street
Chicago 6, Illinois

Gentlemen: ATTENTION: Mr. Ernie Heidersbach

It is a distinct pleasure to be able to write telling of our complete and unadulterated enthusiasm for your Mr. Al Graham, Jr. and the truly remarkable help he was to us while here in Sault Ste. Marie.

I have been in the dry cleaning business for many years and there has never been anyone who has visited us from a service viewpoint who has been so well qualified and who has done so thorough and complete a job.

I congratulate you on having someone representing you of this high calibre and I can assure you that while I have always held Street's products in high regard, from now on, they will occupy a paramount place in my list of products most to be desired.

Mr. Graham went about his work in a very businesslike manner, met with our employees easily, instructed them, analyzed operations, probed into our weak spots and set up remedies, all in the most practical and efficient way. We are indeed highly pleased. It was much more than we had hoped for.

Many thanks for the help that Mr. Graham has given us

With all good wishes,

Sincerely,

James R. Robertson

ROBERTSON'S LAUNDRY
Owner

POLAR BEAR REFRIGERATED STORAGE VAULT

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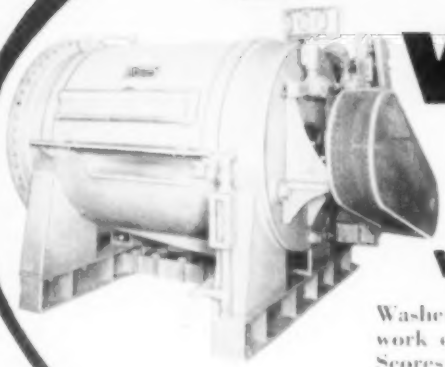

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Washex simplifies the cleaning process by doing the work of *two* machines—it both washes and extracts! Scores of Washex combination washer-extractors are now in use from coast to coast, saving time, labor and money for their owners.

SAVES LABOR

Two operations by the same machine reduces manual handling and cut- labor costs. Many owners report savings of *more than 50%!*

SAVES SOLVENT

Tests show that Washex extracts better than conventional equipment. Handling only dry garments eliminates spillage.

SAVES SPACE

Washex requires less floor space for the same productive capacity than conventional equipment. Many owners avoid new building costs by adding Washex to their present capacity or by converting entirely to Washex.

...and Saves Money!

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FIRST...
the *RSR* digestive bath

THEN...
the usual wet cleaning

RSR REMOVES ALL TYPES OF ALBUMINOUS SPOTS

*BLOOD, GRAVY, MILK, ICE CREAM, COFFEE, DISCHARGE, BEER, EGG, FISH SLIME, GLUE, etc.

ALL garments to be wet cleaned should be put right into an *RSR* Bath . . . Thus any hard-set albuminous* stains will be made water soluble and flush out completely in wet cleaning . . . and no re-handling will be necessary.

The *RSR* way insures a quick trip through the Wet Cleaning Dept. . . . It's the sure way for better work, in less time and at lower cost per garment.

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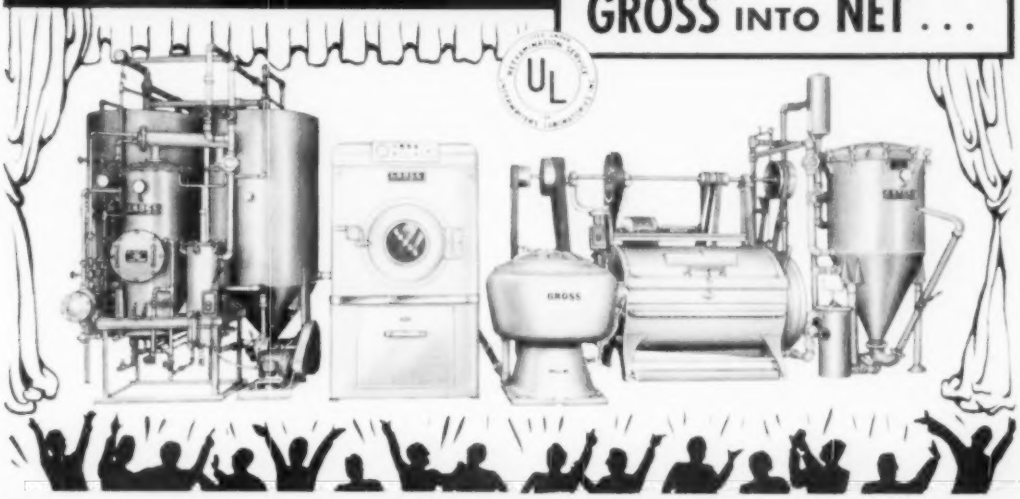

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• A COMPLETE DRY CLEANING PLANT • EASILY INSTALLED • COMPLETELY SAFE

• DESIGNED AND PRODUCED BY PETROLEUM DRY CLEANING MACHINERY ENGINEERS

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Engineered by dry cleaning specialists, the GROSS-OMATIC 140° F. UNIT increases plant capacities with less material, time, power and labor costs . . . *high quality dry cleaning —more profitably!*

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Write for Bulletin G-50 for the complete story of "The GROSS-OMATIC 140° F. UNIT"

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Foreign Correspondence Invited

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LETTERS to the editor

Dry Versus Wet Sprinklers

Dear Editor:

On page 68 of your March issue the article "Cutting Insurance Costs" makes a brief reference to a "dry" sprinkler system used in a storage vault. I would appreciate additional information on this type of installation.

New York City SAM ROSSMAN

Automatic water sprinkler systems operated from heat-fused sprinkler heads are of two general types. The most common installation is provided with water piped directly to the head. In the so-called "dry pipe" system, the pipes are filled with compressed air at about 30 to 40 pounds pressure. Fusing of the sprinkler head releases the air which in turn opens a valve and brings water into the system. Installations of this type are usually recommended—as in the case of the Boston cold storage vault—where there is danger of water freezing while standing in the pipes.

Because of greater complication in both equipment and installation, a "dry" system will cost about 20 to 25 percent more than a comparable "wet" setup. This figure, however, may vary greatly in relation to the size and nature of the area to be protected.—EDITOR

Oh, To Be a Salesman!

Dear Editor:

Hate to trouble you this way, but damn if I can understand why I did not receive my December copy, or does your circulation department feel that they would be sending the paper into subversive hands? I am terribly disappointed for after the tangle with the October and November copies which were taken care of, I find that we are back where we left off. Just as I, too, am back where I started 20 years ago! Not in the same plant but in almost the same setup. Why do I do these things? Simple answer—money.

This plant has been in dryecleaning for 11 years. I recall setting the equipment up at the time. The same old story—a wet-wash and fresh laundry going into drycleaning, and endeavoring to handle dryecleaning like a wet-wash service, pick up today and deliver today. What a screwed-up situation this can be—and I am the screwball for getting into such a setup, however money talks.

Strange as it may seem, a plantowner lures a bird like myself, at a $100 per salary, and from there on commences to heap on your shoulders the problem of replacing dye removed by 100 different reasons, or to heap a load of cotton sports shirts at you when he has a good laundry department but is afraid of colors. Then he will tell you how not to run into these problems which he could not overcome himself. The only reason for your being hired was the million headaches he had and seems lonesome for, now that they are gone.

Oh, why did I leave the selling end of this business? At least I could step into a plant, listen to the moans, agree, shake my head in sadness, more sadness if I did not get an order, and more sadness if I got an order and he did not pay because he needed a new car or new press, even though his present car was new or his present presses were not being used. Or, he ordered a drum of soap from me, with six drums on hand. The fact that he did not quite believe in soap and used it foolishly did not enter the picture. At least I was in and gone. But here I am once again stuck with these problems between four walls!

OLDTIMER

Defense in Shrinkage Suit

Dear Editor:

I should like to request some suggestions from your firm, in reference to a legal suit against me.

Is there any way to present a case, when you have been sued by a customer for two shirts being shrunk in cleaning process? What would be the proper approach to present this case to the judge?

Any suggestions in the above matter would be greatly appreciated.

A NEW ENGLAND DRYCLEANER

I am afraid that it will cost less in the long run to make some settlement with the customer for the shirts, since all methods of preparing your case will involve time and some expense—time that probably can be ill spared from the plant.

Your first possibility is to get the name of the store where the shirts were purchased and compare the shirts for size with models in stock, after learning from the customer what size they are supposed to be or checking with the size on the label, which many of them have. You can also ascertain from the store whether the price paid by the customer is as high as he claims.

You have only two other alternatives: either buy a similar shirt, run it through the same process you used before, in the presence of the customer or witnesses, and prove the shirts could not have been shrunk by you, or else send the shirts to some laboratory for analysis. The report from the laboratory may not be too satisfactory, because shrinkage is hard to prove or measure without a fresh piece of material from which the shirts were made.

One other thing you might do is to find out if the shirts belong to growing boys. If the shirts were purchased a reasonable length of time ago, say last fall, and the kids had time to grow this winter, you may have a case. If it's pappy's shirt, you might inquire among neighbors if pappy gained weight this winter. Such evidence would be damaging to the customer's claim.

Too much depends on the judge—habitual attitude toward claimers. If he's inclined to be tough, you'll get nicked even if you prove your innocence. If he'll listen to reason, the above might be sufficient. The important thing is to appear with some kind of supporting evidence other than your word.

Of course, if the inside seams show signs of weed-hopping or if they are wool and there is the slightest sign of felting, except under the arms, you might as well settle for what you can.

EDITOR

New Zealander Wants Correspondents

Dear Editor:

I wonder if it would be possible for you to give me one or two addresses of drycleaners in your country as I would like to correspond with some young chap about my own age (28). I will be pleased if you can do something for me.

71A Heretaunga St. W. F. H. PIERSON
Hastings, New Zealand *Self Dry Cleaners*

THE NEW SYNTHETIC MACHINE TO WHICH EVERYBODY IS TURNING!

VIC

Special Per

MODEL 32

with BUILT-IN

RECOVERY UNIT

This low-priced synthetic machine fits the needs of every dry cleaning plant, large or small. For modest sized plants doing $600 or less a week, it is just right, in size, price and capacity. For the large plant, it is ideal for reruns and specials. Place it next to your spotter.

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The Drew Drisyn "One Stock" Formula saves you time, trouble and money! You don't have to keep several stock solutions on hand. You can clean lights, darks, silks, woolens together without resorting. You can use it either with or without water—in either petroleum or synthetic solvent. And you can make a stock "soap" solution for as little as 25c a gallon!

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3. Doesn't need washing.
4. Eliminates button and zipper breakage.
5. Banishes "shine" on gabardine, serge and similar materials.
6. Lasts far longer than conventional quilted pads.

THE same foam latex material that has revolutionized cushioning now makes possible greatly improved press pads. **Airfoam** is ideal for top layers, because it permits instant removal of steam by vacuum. It's so porous, you can blow cigarette smoke right through it. **Airfoam's** uniform resiliency permits a smoother, faster "press" with less effort.

If you manufacture press pads, you'll find that **Airfoam** will help you turn out a better product. If you own a cleaning establishment, this magic latex material will help you do better, faster work, and save money, too. For information, write: Goodyear, Airfoam Dept., Akron 16, Ohio.

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Every Sunday—ABC Network

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Whatever you need to improve quality and reduce costs—just call on Kohnstamm, the leading name in the laundry and cleaning industry. We can supply you with any one or all of hundreds of useful items—from sleeve formers to dryers, and from pads to pumps.

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Steam Condition · Dry · Semi-Finish

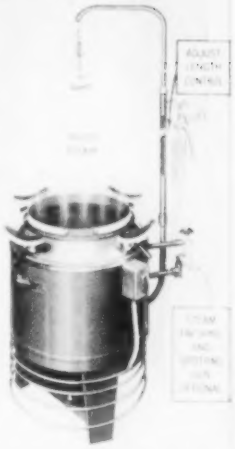
Three Times Faster TURBINE DRYR ...speeds up production

Low Cost, Efficient SINGLE DRYR ... for the smaller plant

Does all . . . dresses, blouses, velvets, sport shirts, trousers, slacks, and ladies' suit jackets. Super-moist, low pressure steam simply melts away wrinkles. Does the work of three machines with one-third the space and cost!

Ideal for the smaller plant, priced within the reach of all. Makes a fine auxiliary for large plants. Handles drycleans as well as wetcleans . . . and fast, too!

Hundreds are in use. Thoroughly engineered for volume production, high quality at low cost!



BUILT BY Bill Glover

...ACCLAIMED BY PLANT OWNERS THE WORLD OVER

No waste motion... steam condition one garment, dry and semi-finish the second while third garment is unloaded, THEN re-load.

Operators do 60 to 90 drycleans an hour—30 to 40 wetcleans. Finishing completed up to 75%.

STEAM TURBINE DRIVE: No wiring, no electric bills. Explosion proof. You can regulate blower fan to any speed desired for positive pressure control.

Triple action top for continuous production

Internal steaming device steams garment from within. Revolving top saves steps while clamping garment. When equipped with steam gun attachment you can spot and steam finish.

Now equipped with the first inside steamer to evenly distribute moist, penetrating steam to all parts of the garment. Hard wrinkles simply melt away. Uniform steaming to all parts of the garment followed by equal air pressure produce a superior finish requiring minimum touch-up.

Do your blouses, suits, jackets, trousers and slacks with this cone ...standard with both Dryrs.

SEE YOUR Bill Glover JOBBER

or Wire or Write

Bill Glover

INCORPORATED

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EXCLUSIVE on both Dryrs...Nylon brush clamps! No more harsh clamp marks and shine.

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SIGNS of the times

Wage-Hour Exemption for Rug Cleaners: According to an interpretation sent by Wage and Hour Administrator William W. R. McComb to Max L. Feinberg, counsel for the National Institute of Cleaning and Dyeing and the National Institute of Rug Cleaners, the exemptions from the new Wage and Hour Law which apply to drycleaners also apply to rug cleaners. In other words, a rug cleaning establishment is exempt if more than 50 percent of the annual dollar volume of sales is made within the state in which it is located, and if 75 percent of its sales is made to customers who are not engaged in mining, manufacturing, transportation or communications. (This applies to business organizations, not employees of such firms.)

* *

Flash on New York Zoning: The current bulletin of the Neighborhood (Synthetic) Cleaners Association of Greater New York announces a favorable decision by Judge Beldoc of the New York Supreme Court, upholding the previous ruling of the Board of Standards and Appeals that on-the-premise cleaners could operate in business districts.

A full report on the decision was to be given to the membership by Stanley Goldstein, attorney for the organization.

* *

Confusion Worse Confounded: With each new legal decision, the status of the minimum-price-fixing regulation in California becomes increasingly befuddled. As last reported, the provision had been declared constitutional by Superior Judge McKay, then held unconstitutional by Superior Judge Hanson.

Now Judge McKay, while considering the law constitutional, in a decision rendered February 14 held that the minimum rates were invalid because the regulating board had not complied with legal procedures in setting a $1 minimum rate for the Los Angeles area. Judge McKay therefore granted petitioning drycleaners a permanent injunction against the State Board of Dry Cleaners preventing it from enforcing minimum price schedules for the industry.

Concurrently, Attorney General Howser had pending in the state's Superior Court injunction suits to prevent about 100 drycleaning firms from violating the price schedule.

* *

Canadian City Licenses Cleaners: A new bylaw approved by the city council of Chatham, Ontario, licenses 49 different types of business, including drycleaners. Cleaning plants had previously been unregulated. It was stated that the object of the law was not to bring in revenue but to regulate and by that means to give city officials access to premises for inspection purposes. It was expected to take some months for the machinery to be set up to facilitate operation of the regulation.

The bylaw requires only a small fee of $15 for drycleaning licenses, but it sets up rigid regulations for protection against fire and explosions. Failure to comply with the regulations will result in non-issuance of a license. The law also requires payment of the fee by out-of-town firms which make deliveries in Chatham.

The city council of Port Orange, Florida, passed an ordinance requiring out-of-town drycleaning agencies to obtain licenses costing $10. The ordinance was passed to place out-of-town firms on the same basis as Port Orange concerns who do business in other communities in the vicinity.

* *

1949 INDIVIDUAL DEFICIT RETURN 1949

We would like, however, to assume the responsibility of assuring you that

COVINGTON DRY CLEANERS & LAUNDRY

IS THE PLACE TO SEND YOUR LAUNDRY AND DRY CLEANING FOR THE BEST WORK AND FASTEST SERVICE

YOUR SLOGAN - "PLEASING YOU"

Timely promotion piece sent out in income tax season by Covington Dry Cleaners & Laundry, Covington, Tennessee, got laughs out of sad subject

* *

Ohio Analysis Report: The Ohio State Association of Dyers & Cleaners reports that during 1949 the Textile Research Laboratory which it sponsors at Ohio State University analyzed 778 garments and household items for members, and 41 articles for retail stores, Better Business Bureaus and consumers. The 778 items analyzed for members showed dye trouble (fading, bleeding and color change) as the major problem in both household textiles and garments. Stains were second in

(Continued on page 78)

Equip them with

DAVIS fabric-Renewing PLATES

With spring housecleaning comes spring garment cleaning—and lots of it! Get your presses ready for the flood of suits, dresses and topcoats that have been hibernating in closets all winter. You can bring out all their original beauty by finishing them with Davis Press Plates, made with patented burred surface that lifts the nap and restores newness to the cloth. Davis Plates can't soil light colors, are safest for all fabrics, eliminate shine and moire. Spring tune-up with Davis Plates pays off in production too...the faster heating, faster drying aluminum presses more garments per operator per hour.

Hoffman XC05, 07, Pantex 45, New York 42 and other 36" to 46" models..... $13.50

Mushroom... $10.00 47" to 54"... $17.50

and change over to Davis Uniflex Leak-prufd Hose for all day performance, every day in the year!

Start off the spring season with Davis Uniflex Hose on every press, to insure trouble-free service the year 'round, year after year. The exclusive leak-prufd fitting with mirror-smooth surface makes an absolutely perfect seal—no leakage, no costly shutdown of a press. Keep a set of Davis Hose on hand at all times. Made in all sizes, for all models of cleaning and laundry presses.

ORDER FROM YOUR SUPPLIER TODAY

Davis SPECIALTIES, INC.

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Before April Showers come your way . .

Use Magnesol to get rid of F. A.!

There's only one sure way to avoid solvent odor complaints. And that's to stop them before they start with MAGNESOL*!

MAGNESOL* works wonders two ways. On your filter, it *traps* solid soil and simultaneously adsorbs all odor-forming FATTY ACID. Solvent flows back to the wheel, pure, "sweet", colorless, active—ready to do a bang-up cleaning job. A scoop to the load does the trick.

Expensive? Your competitors don't think so.

True, you pay more for MAGNESOL*—*but it does more for you.* For more than its cost in eliminating complaints, saving distillation, extending solvent life, reducing spotting, building your reputation for spotless, odorless, quality cleaning.

Why wait for trouble before using MAGNESOL*? Order some NOW. It's the best profit-insurance you can buy.

WESTVACO CHEMICAL DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION
GENERAL OFFICES: 405 LEXINGTON AVENUE, NEW YORK 17
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MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its magnesium silicate adsorption powder.

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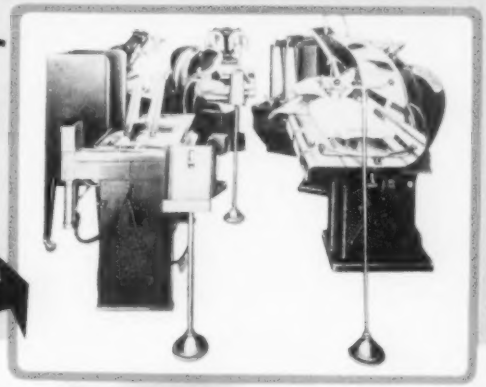
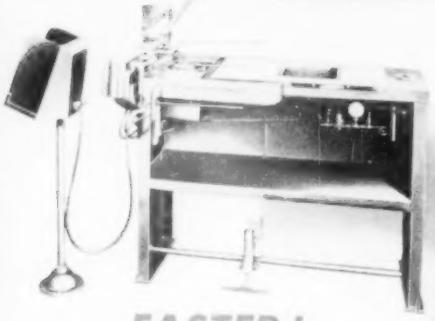
DRYCLEANERS! Here's the Finest Fast Shirt Finishing for '50!

New! PROSPERITY®
2-GIRL
DAVIS SHIRT UNIT

The unit you've been waiting for!





FASTER!

Automatic SHIRT FOLDING MACHINE

And now . . . an Automatic Folding Machine that keeps pace with Prosperity's accelerated shirt finishing unit . . . the faster and finer folding by this machine completely eliminates the shirt-folding bottleneck.

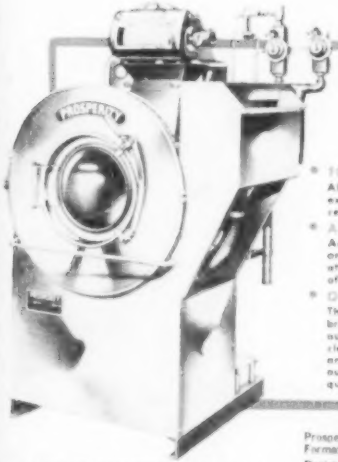
FINER!

New CABINET-TYPE SLEEVE PRESS

Again . . . Prosperity demonstrates leadership in finer and faster finishing tools. Not only does this superb sleever earn more per operator-hour for you . . . but for the first time customers' shirts have a bosom finish on sleeves and the all-over appearance of the finest "shirt-makers" hand finishing.

The DAVIS SHIRT UNIT gives you—

* Over-lap quality pressing of entire shirt
* Over-all bosom finish on sleeves
* Smooth, form-fitting shoulders and yokes, without creases
* Perfect 2-girl balance of work



PROSPERITY *Fully Automatic* 20 LB. WASHER

* FORMATROL® Operated
  All loads quality-washed according to management's exact formulas. 59 out of 60 washing operations in successive, automatic sequence.
* Adds Supplies Automatically
  Adds powdered and liquid supplies, in measured amounts, at proper time in washing cycle, without attention from washman. No omissions, errors, waste of supplies.
* Quality Shirt Washing
  Thorough washing and clear neutral rinses. Shirts bright and white, never yellow under presses. And the automatic washing cycle is FAST! Adaptable to all wet cleaning. ONE GIRL can mark, wash, extract starch and sort a large volume of shirts, because Prosperity automatic washing affords "free time" as well as quality control.

Get Started Right for SHIRT PROFITS!

Shirt finishing pays off and has always increased the volume of drycleaning . . . Shirt customers are drycleaning customers. Prosperity has the experience and equipment for faster and finer service in shirts.

Mail This Coupon Today!

The PROSPERITY COMPANY, Inc.
2135 Erie Blvd., E., Syracuse, N. Y.

☐ Send information on DAVIS SHIRT UNIT
☐ Send information on 20# FULLY AUTOMATIC WASHER
☐ Have your Representative Call

Company _____
Address _____
City _____ State _____
My Name _____

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PIONEER MANUFACTURE

The PROSPERITY COMPANY, Inc.
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRY and DRYCLEANING PLANTS
Main Office and Factory, Syracuse 1, N. Y.
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how to change COMPLAINTS to COMPLIMENTS

in one easy move! Find the solution in

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY

Revised Edition

by ALLEN O. FLIGOR and PAUL C. TRIMBLE

The practical answer to your *No. 1 Customer Complaint*—unremoved spots! Clear and specific instructions for safe removal of 179 common spots and stains—as well as general spotting methods . . . supplies . . . equipment . . . fabric and stain identification.

PLUS: Chapters on wetcleaning, prespotting, bleaching and sizing, velvets (they're back in style!), lustering and delustering.

For satisfied customers—and more of them—use The Spotting Manual.

The NATIONAL CLEANER & DYER
304 EAST 45th STREET
NEW YORK 17, N. Y.

☐ CHECK ☐ MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of The Spotting Manual of the Drycleaning Industry, Revised Edition.

Name

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Address

City State

PRICE ONLY $5.00

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STOP WASTING TIME WITH OLD-FASHIONED DETERGENTS

DON'T HESITATE—BE MODERN

GO STRAIGHT WITH STRATE

Another SPIX Quality Product THAT SPELLS PROFIT FOR YOU

STRATE is the only detergent with these advantages:

No stock solution
Use "Strate" as it comes from the drums—no mixing stock solutions.

Use a small quantity
With "Strate" you need a smaller quantity for each load.

No sorting
With "Strate" it is not necessary to sort hard and soft woolens, they can be cleaned together.

Clear—bright—soft cleaning
With "Strate" pressing is easier, no wrinkles—reduced shrinkage.

No filter pressure
With "Strate" you have a minimum build up of filter pressure.

No build-up in solvent
"Strate" is removable by any absorbent powder or distillation.

STRATE

is a mixture of surface active detergents which aid drycleaning by utilizing or activating the moisture normally present in the cloth. This is an entirely new approach to the use of detergents in drycleaning.

Available in 55, 30, 15 and 5 gallon quantities

Write for full information about STRATE. Order direct from your jobber. When ordering from Spix Products Company give your jobber's name and address.

Modern Research Cleaning Products . . .

Spix PRODUCTS COMPANY
119 Dahlem Street Pittsburgh 6, Pa.

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BUSINESS BUILDERS

Spotlight on Sweaters

A STRIKING arrangement for sweater display has been worked out by Associated Cleaners at Bellingham, Washington. Sweaters are packaged and placed on a rack which forms the front of the marking table, four feet behind the customers' counter.

Above: Rack at Associated Cleaners, Bellingham, Wash., has five stepped shelves, holds 33 sweaters. Below: Spotlight is used with colored bulbs

Attached to the ceiling above the sweater rack is a two-tube fluorescent fixture. With a metal reflector this unit throws sufficient light down onto the sweaters to give the display all the white light which is needed.

For getting extra attention, both during the day and at night when the store is lighted and can be seen *from* the sidewalk and street, here's the trick.

Over the door, which is approximately 12 feet from the sweater rack, a Mazda 150-watt projector spotlight is trained on the rack. This spotlight was purchased retail from an electrical store for $1.55, including the bulb and the screws for attaching the light fixture to the molding. For evening variations red, green and blue bulbs have been used.

If a flickering reflection is desired a 12-inch oscillator electric fan, set at floor level behind the counter so that it oscillates back and forth across the sweater rack, will give the desired effect.

With a colored bulb in the projector spot and the fan trained on the sweaters, which should be arranged with good color contrasts, there is enough movement and reflection to stop the most casual sidewalk shopper.

Hanger Cards for Special Services

A SERIES of hanger cards developed by City Cleaners of Burns, Oregon, covers fur storage, water-repellent service, mothproofing, leather cleaning and dyeing, hat cleaning and reblocking, dye work, on-location rug and furniture cleaning, and a long list of other special services. The series also covers special dates such as Mother's Day ("Give mother more home leisure"), Easter, Christmas, New Year's, Labor Day, Fourth of July, and March for spring housecleaning.

These cards are 3½ inches wide and 6 inches long, with a ¼-inch-diameter hole at the top. Some cards are in black and white, some in color, and some carry a monthly calendar.

The secret, according to Bill and Victoria Mackay, owners of City Cleaners, is not in having the card series but in using them. One of these cards goes on every hanger which leaves the plant. If the garment is not on a hanger and has a pocket, one of the cards goes into the pocket. Several hundred of the calendar cards are mailed out monthly to a selected customers' list.

Newspaper displays, which are small and used regularly, follow the message which appears on the cards. This system is getting top results for City Cleaners.

Prize Dolls Appeal

AN Ottawa, Canada, dryecleaning firm recently displayed in the window of each branch store a beautiful hand-dressed doll. These dolls wore formal bridal attire and made a very attractive and eye-catching display.

As each customer turned in her receipt, it was placed

DRESS UP YOUR PLANT . . . SPEED UP YOUR PRODUCTION

WITH

TROY

"BUSINESS BUILDERS"

New 1950 Model

36" DIAMETER

ELECTROCLENE WASHERS

Now Available

TROY-OLSON SUPER-FLOW FILTERS

Patented scraper makes sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS

Heater and pre-heater coils are removable for easy inspection and cleaning. Easy to install and operate.

TROY ELECTROCLENE WASHERS

Troy Electroclene Washers provide *double value* for you. Their modern, streamlined appearance helps to dress up your plant and their operating efficiency means increased production. All operating parts are fully enclosed, yet readily accessible. Only two points on washer and three on motor to lubricate. Motor-driven through multiple "V" belts. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64".

WRITE FOR FREE TROY RESEARCH BULLETIN — "Proper Drycleaning Extraction." Has helped hundreds of drycleaners. Bulletins also available on all Troy drycleaning equipment.

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS
In Canada: American Machine and Metals (Canada) Ltd., 1144 Weston Road, Toronto 9, Ontario

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in a sealed box and on an announced date a drawing was held. The fortunate customer whose name was drawn received the doll.

The stunt proved a very effective method of advertising.

Building Household Renovation Business

WITH the increasing importance of competitive conditions, drycleaners who operate household departments may be interested in the methods used before the war in successful promotion of this sideline by City Dye Works of Los Angeles.

It was the opinion of general manager F. K. Horton that a special department which functions almost as a separate business except that it follows leads from the route salesman is an essential to building a household renovation service. First he worked with large mills in order to grasp the fundamentals of rug manufacture. The next step was to tie in with local furniture and department stores and interior decorators.

The growing use of broadloom carpeting had been a decisive factor in enabling the cleaner to tie in with the local decorators. Consequently, City Dye Works fitted up its front office with swatches of dye samples on broadlooms and invited the decorators to bring their customers to the plant in selecting colors. This sample room was used to make setups so that the customer could see exactly how the suggested broadloom dye job would go with her furniture.

Usually the decorator sent down his draperies and several pieces of furniture; these were arranged ahead of time with the swatch suggested by the decorator. When the customer was brought into the office she could see exactly what the decorator intended to use, and was offered a further wide array of color selection if the original was not fancied. This service was appreciated by local decorators, who often found that floor covering was the most difficult article to sell. As a result City Dye Works established a fine working relationship with the field. This relationship was carried forward in constant contact with all the leading furniture and department stores. Not only did the stores have a good deal of display rug and furniture cleaning done on their own floor samples and stock, but they recommended City Dye Works to their customers. This cooperation also meant a new contact for City's route salesmen; all contacts made through the renovation department were turned over to the routemen for follow-up on garments.

But route salesmen were not permitted to take orders for nor to sell the home renovation service. All such leads had to come into the office and a specialty salesman was sent out. Specialty salesmen were paid a straight salary rather than a commission, so that they would not try to oversell the customer.

At the same time it was found that the specialty man would produce a very superior volume of business when compared to the route salesman. Since they were especially trained they had a much better knowledge of fabrics and weaves. Therefore, they could discuss those as well as decorative problems in an intelligent way. They became "consultants" on home renovation, with a constant increase in sales.

PERFECT BALANCE OF...

gives quick, effective solvent action on

NITROCELLULOSE
—present in Nail Polishes, Lacquers, Varnishes and Airplane Dope

OXIDIZED OILS
—present in old, hardened Paint stains and Cooking greases

New, Improved W.P.R. is formulated with a high percentage of the proper Ketones and Esters to remove these stains with remarkable speed and efficiency.

SAFE ON CELANESE AND COLORS

Send for FREE booklet, "The Case of the Lip-Stick Nightmare"

ORDER FROM YOUR JOBBER OR WRITE TO

NATIONAL CLEANERS CHEMICAL MFG. CO.
2807-11 WEST LAKE STREET CHICAGO 12, ILLINOIS

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Announcing the New **MODEL 50**

THE GREATEST ADVANCE IN BOILER DESIGN IN THE LAST DECADE

DESIGNED ESPECIALLY FOR CLEANING AND LAUNDRY PLANTS

PARKER INDUSTRIAL BOILER

The Latest Achievement of Sid Parker, Based on 30 Years of Research and Constant Improvement

U-SHAPED DRUM

Eliminates all flat drum surface, reducing scale deposits.

MUD TRAPS

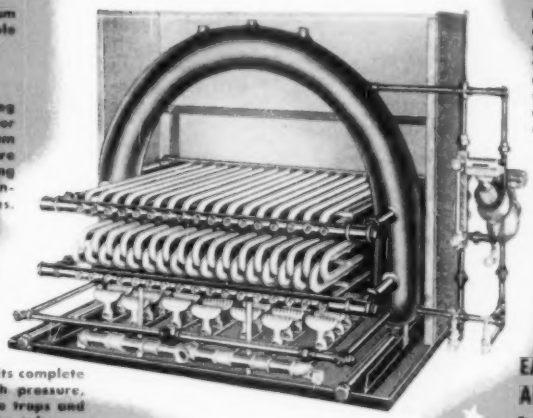
Located at bottom leg of each drum. Water injected in leg of drum below fire and above trap permits trapping of sediment and mineral well below tubes.

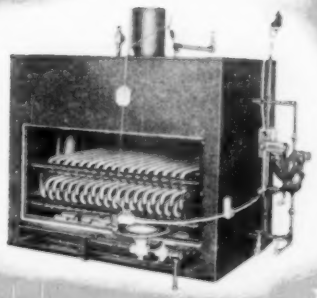
ADVANCED BLOWDOWN

Main blowout connects directly at lowest point off bottom legs of drum and flexible design permits complete blowdown from high pressure, assuring cleaning the traps and internally flushing the tubes.

ECONOMICAL OPERATION

Due to concentrated heating surface, perfect circulation reduces radiation loss and fuel burning operation governed entirely by the steam demand. No extensive brick setting headers or large amount of unnecessary metal to absorb or radiate heat as all inside construction confined almost entirely to heating surface which is adequately provided to efficiently absorb heat generated.





ACCESSIBILITY

Full length cabinet doors, front and rear, easily removed, provide quick access to drum and tube. Individual inspection and cleanout openings on each tube.

SAFETY

Practically immune from boiler explosion since the water capacity is small and the unit is flexibly constructed to readily allow for expansion and contraction without the least hazard.

EASILY CLEANED AND MAINTAINED

Easy and inexpensive to maintain and cleaned easily with chemicals. Convenient cleanout openings throughout. All parts readily assembled for easy maintenance.

EASY & INEXPENSIVE TO INSTALL

The units are furnished assembled with burner controls wired and can be placed in operation within a short time at small expense. Oil Fired Models complete with pre-cast fire box; no expensive brick setting is required on any type.

Manufactured in gas and oil sizes, 4½ to 100 H.P., A.S.M.E.

SID E. PARKER BOILER MFG. CO.

2035 East 37th St. • Los Angeles 58, Calif.

Telephone ADams 3-4211

Mail this Coupon—Today!

Please send me latest information and Bulletin ..... Prices ..... Size ..... Gas ..... Oil ..... Parker Boilers and name of nearest distributor

NAME .....

ADDRESS .....

CITY ..... STATE .....

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the One and Only

HORIZONTAL BAG-TYPE FILTER

HOPKINS
Horizontal Bag-Type
FILTER

PROVIDES THESE

Exclusive Advantages

All filtering surfaces of the HOPKINS are *horizontal!* This keeps the filter powder uniform in thickness with no thin spots for improperly filtered solvent to dodge through . . . prevents sludge from dropping and allowing passage of unfiltered solvent . . . permits stopping the motor at any time without breaking the filter cake. Filter may be drained over fifty times without breaking the filter cake, preventing waste of filter powder and eliminating danger of pumping dirty solvent through the washer.

Because the HOPKINS employs bag filters, there is no sludge chamber to clean, since all dirt is retained *inside the bag* . . . there are no metal screens to scrape or to become clogged or damaged . . . it is easily and quickly cleaned.

Horizontal bag-type construction permits faster filtration and greater capacity, with minimum operating and maintenance expense. The HOPKINS FILTER is as efficient after years of use as it is when new. It is the simplest, most modern and most efficient method of solvent filtering known. Especially adaptable to the new synthetic solvent cleaning machine.

For complete information, prices and name of nearest jobber, write

HOPKINS EQUIPMENT COMPANY
Hatfield, Pennsylvania

GARMENT HANGERS • GARMENT FINISHERS • SOLVENT FILTERS • SPOTTING UNITS • DRYING CABINETS • CURTAIN STRETCHERS • BLANKET WASHING MACHINES • WATER REPELLENT TANKS • SPOTTING ATOMIZERS

A "MASTER" Alfred Hopkins ENGINEERED PRODUCT

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SOLTEX SPOT Announcement

To Avoid
Wet Cleaning
Reversibles, Pants
and other washables is

"Old Stuff with Soltex"

NO DROPPING OF SOAP BATH
FOR SEPARATE RINSE

Write
for Details

RIVERSIDE

RIVERSIDE MFG. CO.
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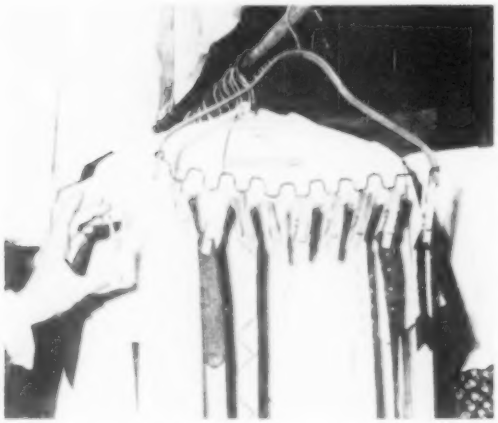
GADGETS and gimmicks

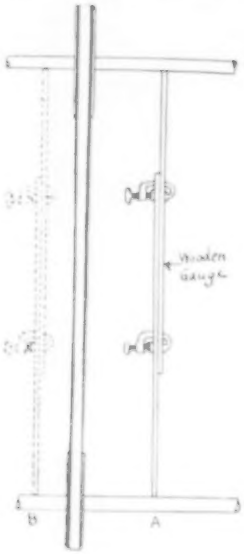
Simple Belt Hanger



Belt hanger works effectively at Art's Cleaners, Boulder, Colorado. Small wire hooks were inserted into pincher handle of each clothespin; clothespins are hung in loops of a wire stretched across the hanger.

Shaft-Aligning Gauge

THE accompanying sketch shows a homemade gauge for aligning shafting—or anything else that it is desired to make parallel. The gauge consists of two light, slender, stiff wooden pieces, and two ordinary clamps. With the gauge clamped to the correct length, it is a very simple matter to move it to another position, as shown in the dotted lines, and thus check up two shafts to determine whether or not they are parallel.



For example, if in position A the ends of the gauge "just touch" and if in position B they also just touch, the shafts are parallel. The gauge will touch only at the points of minimum distance. If the shafts are not parallel the distance between them will not be the same along the entire length. If the shafts are parallel, the gauge will just touch at every place of measurement.

A wooden gauge of this kind is superior to a cord because it does not stretch or shorten. It is handled with greater ease and certainty than a cord. It is even better than a steel tape.

Free Heat for the Dryroom

AT Lion Cleaners in North Platte, Nebraska, Ralph Kramer had an excess heat problem. The boiler was located in a partitioned room at the rear of the main plant finishing room, and the boiler generated too much heat.

Mr. Kramer decided to place a dryroom between the boiler room and the main finishing floor. The room, constructed from asbestos board, was 4 by 6 feet and 7 feet high.

A ¼ h.p. ventilating fan was placed in a circular opening in the partition, discharging the excess heat from the boiler room into the new dryroom. An outlet vent was placed at floor level in the drying cabinet, allowing the warm air to escape to the outside after it

Note fan in dryroom wall at Lion Cleaners, North Platte, Nebraska

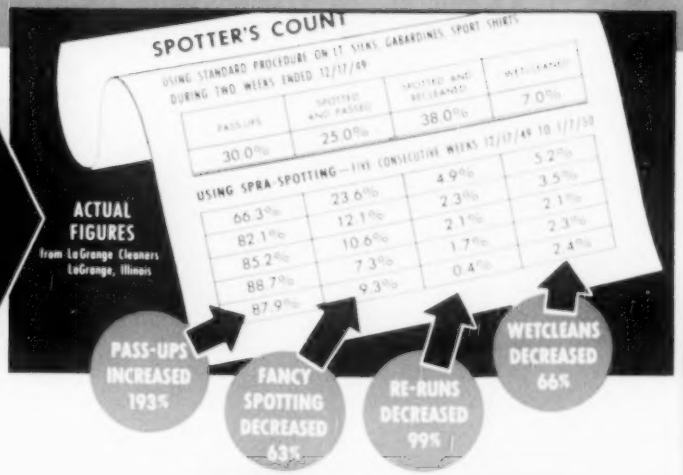
had passed through the hanging garments. A second vent at floor level between the cabinet and the finishing room is closed in summer and opened in winter. With this vent open, sufficient heat reaches the finishing room for comfortable working in moderate weather.

"Besides," Mr. Kramer said, "it's all free and we kill two heat problems with the one in-between dryroom."

EQUIP YOUR SPOTTERS WITH EITHER OF THESE PROVED

2 Dryco SPRA-SPOTTING UNITS

WITH EITHER DRYCO UNIT... YOU, TOO, CAN GET THESE RESULTS



All-purpose unit, for use where Spra-Spotting, fancy and touch-up spotting are all done on same board. Spotter uses regular steam gun in right hand to remove water-soluble spots and stains; grasps SPRA-GUN in left hand to apply leveling solution as required. SPRA-GUN is suspended over board, readily accessible. Swings out of way during fancy spotting . . . no danger of accidently getting leveling solution on garments.

MODEL 4004—Dryco Deluxe Spra-Spotting Unit: Includes: stainless steel pressurized tank with self-contained pump, pressure gauge, overhead arm, 12 ft. hose, corrosion-resistant Dryco SPRA-GUN. Price, F.O.B. Chicago **$59.50**

For use where a separate board is set up exclusively for Spra-Spotting. Steam tube connects to your present steam unit, operates by foot control. Spra-tube connects to pressurized tank, operated by thumb lever on gun handle. Steam tube is well separated from Spra-tube to keep solvent cool. Unbreakable plastic handle, air-cooled for operator comfort. Brush attached for cleaning neck-lines, cuffs, etc.

MODEL 4005—Dryco Standard Spra-Spotting Unit: Includes: stainless steel supply tank with self-contained pump, pressure gauge, two 5 ft. lengths of hose for steam and leveling solution; Steam-Spra-Gun with brush. Price, F.O.B. Chicago **$49.50**

Order Now FROM YOUR SUPPLIER.... HE IS OUR DISTRIBUTOR

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DRYCO EQUIPMENT COSTS ONLY A FRACTION OF WHAT IT SAVES

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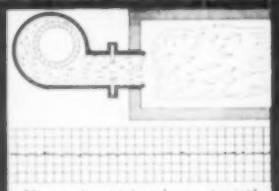
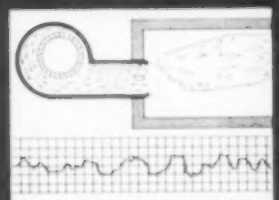
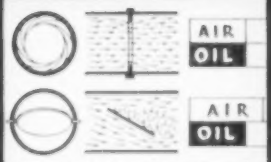
WITH *Iris Shutter* WATCH DOG OF BOILER EFFICIENCY



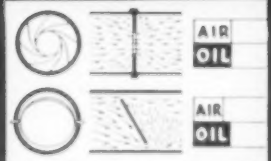
Above is pictured a typical burner WITH Iris Shutter control. Graph and flame illustration show the even flame and practically perfect control of air through your entire range.



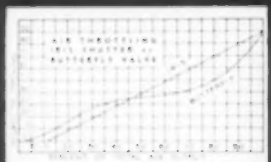
Burner without Iris Shutter shows air turbulance and uneven flame with fluxuating air volume indicating poor control.



Control of air volume through Iris Shutter versus butter-fly valve at 60% angle of opening.



Control of air volume through Iris Shutter versus butter-fly valve at 30% angle of opening. Note difference in volume control of air and oil.



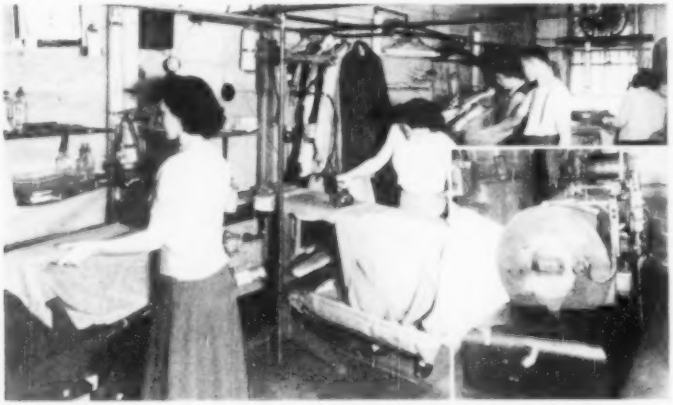
Above graph shows comparison between Iris Shutter and butterfly valves normally used in oil or gas burners. Note the perfect control with Iris Shutter.

STEAM-PAK

YORK *YS* POWER

GENERATOR

A PRODUCT OF YORK-SHIPLEY



"ECONOMICAL PLUS" say Burrell Millane Cleaners in Melrose, Mass., of their York-Shipley 15 h.p. high pressure Steam-Pak. "We want you to know how pleased we are with our York-Shipley steam generator. Constant steam pressure — requires no personal attention during the working day. It is economical PLUS in operation — it uses only one-half the fuel we were using in our previous 8 h.p. boiler."

SUBSTANTIAL SAVINGS

result from

- "Steam-Pak" efficient three-pass boiler construction.
- "Steam-Pak" automatic operation with varying loads.
- "Steam-Pak" rapid steam production.

PLUS *iris shutter* precise metering and rapid mixing of air and fuel in "Steam-Pak" burners — see Iris Shutter explanation at left.

"Steam-Pak" Generators are built in capacities from 15 h.p. up, for low or high pressure steam or hot water, for light or heavy oil, combination gas and oil, or straight gas. Ask for Bulletin No. 37-43. See your nearest York-Shipley dealer, or write, 'phone or wire

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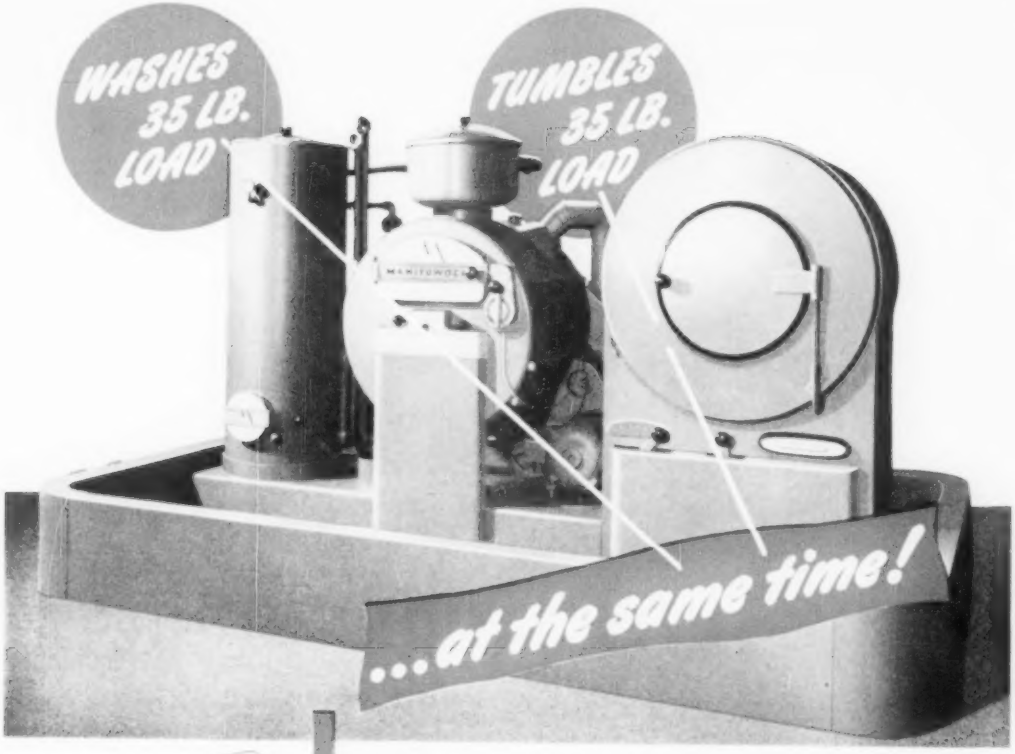

$4350* F.O.B. Manitowoc, Wis.
COMPLETE
Tank, Still, Filter, Washer-Extractor and Recovery Tumbler

COMPARE MANITOWOC CAPACITY

Manitowoc double drum design doubles your capacity . . . doubles your output per cycle, per hour or per day. Washer drum holds a 35 lb. load, and since the recovery tumbler with equal capacity is operated simultaneously, total capacity is doubled. Factory tests prove an average 20 minute wash-extract cycle and a 20 minute recovery cycle, ideal for balanced operation.

Dual drum design provides additional advantages. Each drum is specifically designed for its own purpose. The washer-extractor drum is designed for washing and extracting only . . . to provide the right action for thorough cleaning . . . through saturation. The tumbler drum is larger for more complete aeration and solvent recovery. The result is better, faster, cheaper dry cleaning.

Maximum Capacity — Minimum Investment

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It will pay you to find out more about this remarkable dry cleaning unit. Send today for Bulletin 501.

PRICE INCLUDES

1. Factory planned installation and complete operating instructions.
2. Six month service guarantee, plus scheduled inspections by factory trained representatives.
3. One year guarantee against defective parts and workmanship.

*Price quoted on three phase current, single phase $45 extra.

TUMBLER MAY BE PURCHASED SEPARATELY IF DESIRED AT $1150 WITH EITHER SINGLE OR 3 PHASE CURRENT.

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Wherever you deliver, whatever you deliver...

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ARE *Heavy-Duty Engineered* TO SAVE YOU MONEY

Heavy-duty engineering for long truck life on tough truck jobs is yours now in every single new International Truck from 4,200 to 90,000 pounds GVW.

That's the same extra value engineering that has kept Internationals first in the sale of heavy-duty trucks for 18 straight years.

Cost-conscious, profit-minded heavy-duty truck users have preferred Internationals year after year for only one reason: heavy-duty engineering means that International Truck performance is longer life performance, lower operating and maintenance cost performance.

And now the same management, engineers, test experts, and production men who kept Internationals a tradition in the heavy-duty truck field have developed *every new International Truck*. No matter what size truck you use, there's a heavy-duty engineered International Truck that's right and ready for you!

You'll find new comfort in the new Comfo-Vision Cab

Model for model, here is "the roomiest cab on the road." It gives you new comfort in easy-riding cushions, adjustable seats, controlled ventilation. It gives you full front visibility through a one-piece, scientifically curved Sweepsight windshield.

And comfort is right at your fingertips when you take the sturdy wheel. The entire steering system is engineered for more positive control from a more comfortable position.

You'll get an all-new truck proved under actual operating conditions

"Proved under actual operating conditions" takes in years of time, millions of dollars, countless miles. But these new Internationals took in all those and then some—to give you proved-in-advance performance.

No matter what kinds of roads or loads, climate or conditions your trucks must meet, there's a new International that has been *proved* right for your requirements.

Find out all about that truck from your nearest International Truck Dealer or Branch, *soon*.

International Harvester Builds
McCormick Farm Equipment and Farmall Tractors
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"A Flick of the Wrist... Adjusts the Bag"

Adjusta-Form

THIS SINGLE UNIT HANDLES ALL GARMENTS

In large plants and small plants, the amazing Adjusta-Form is setting finishing room records. The tremendous production of this versatile steam-air finisher is due to the ease of adjusting the bag for a suit coat, long coat, short jacket or dress.

With three controls, the Adjusta-Form is correctly shaped to fit all garments. No segregating of garments. Not necessary to change the form. Even with garment locked on form, controls are readily accessible outside of the bag.

Adjusta-Form offers top quality finishing, too. No tailor shop shine . . . no pocket or seam marks.

A demonstration is convincing. See your jobber or write us for additional information.

SIMPLE OPERATION

From the very first day, an operator becomes skillful and productive on the Adjusta-Form. Only five simple steps . . .

1. Place garment on form and lock with garment holder.
2. Adjust form to fit the garment and insert miniature sleevers.
3. Steam garment.
4. Dry garment.
5. Remove garment.

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National CLEANER and DYER
Vol. 41, No. 4 EDITORIAL APRIL, 1950

SAME DIFFERENCE

WHAT is a "neighborhood" plant? What makes it different from any other kind of a drycleaning plant?

This is a good question today only because there is a tendency to forget the original definition of a neighborhood plant, and to use that term to mean any little plant. There is danger in this of kidding ourselves that little plants and big plants have different problems. That just ain't so!

The first requirement of a neighborhood plant is that all its volume be received through the plant store. This is because collection and delivery costs are thus cheaper than through other branch stores or trucks.

The second requirement is that it be a part of the neighborhood it serves, that the majority of its customers live nearby, and that the manager live and be active in the community to establish the "personal" touch believed desirable in service industries.

But even these basic definitions hold very little water! The drive-in can get all its volume through the plant store and be utterly ignored by its immediate neighbors. Exaggerated? Then where do we draw the line between a speedway drive-in and a neighborhood plant with parking facilities, unless it is when the first carhop appears, thus stepping up collection cost?

It takes a population of about 500 families to support a small drycleaning plant. Yet that can't be used as a definition of a neighborhood plant, because many a Western and Southern drycleaner doing $500 to $500 weekly draws business from covering hundreds of square miles. Charlie Mayhew of South Carolina has customers scattered from Boston to New Orleans to support his coat-pocket plant.

Being a part of a neighborhood has no relationship to size. There are at least a dozen drycleaners in this country doing more than half a million annually whose names are bywords for courtesy and good cleaning. Can you like a sales-girl any better because she is paid by the boss when collections are good rather than by the company cashier at eleven every Tuesday?

The term "neighborhood cleaning plant" was coined in 1945 by a group of wartime-very drycleaners who despaired of ever regaining sales staffs that had intelligence and ambition enough to be trained in efficiency and courtesy calculated to entice customers back. It was their dream that little plants in charge of eager-beaver managers getting a cut of the profits would solve all their problems.

It has turned out that the eager beavers work out no better running little plants than they do running groups of stores or flocks of routes, and that the collice of employee is the same in both places. The solution must lie somewhere else than in "neighborhood plants."

The term is confusing without contributing anything. The average drycleaner has enough blind spots without dunning "neighborhood cleaners" in addition to press shops, wholesalers, synthetics, laundries and bedtails. Frankly, for the past year we have tried to drop the term. If it slipped out, we apologize!

The sooner we realize that all drycleaners are basically similar—and that the solutions to their problems are the same—the quicker we'll stop teeing with windmills and get down to the business of analyzing ourselves and curing our ills. After all, the wholesaler whose press-shop operator swears he can't sell such goshawful cleaning is no different from the retailer whose routeman says he can't sell such goshawful cleaning.

NO AMATEURS

HERE we are editorializing on soap again! Seems as if people not only don't read between the lines, but don't even read the instructions.

Too many drycleaners seem to be trying to dispense with skilled spotters by resorting to slop spotting, or two-gun spotting, or one-gun spotting, or plain old presspotting, or gallons of water in the soap. Meanwhile, the analysis departments of the NICD, the CRI, the PADC, the NCD, etc., etc., continue to be flooded with the damage wreaked by unskilled workers.

It may not be the spotter, but someone in the plant must have a basic knowledge of the behavior of fabrics and dyes subjected to various stains and spotting agents, of which soap is only one.

One error in slop spotting is repeated consistently; that is, not letting the water dry out of a garment before putting it in the wheel, with resultant color bleeding and shrinkage. *Garments that have been slop-spotted with a moisture-bearing presspotter must be air-dried before cleaning.* This is particularly true of acetate-bearing fabrics.

Some Northern plants have been lucky so far. They can anticipate that as temperatures go higher this spring and summer, and the temperature of their solvent begins to climb around 100 degrees F., their color loss and shrinkage will multiply, unless they observe this drying-out rule.

BISHOP'S NEW FILTER POWDER INJECTOR

Saves time on every load of Clothes!

FASTER . . .

BETTER . . .

EASIER!

Lowers Pressure Buildup

Remarkable new filter powder injector eliminates the need of opening and closing washers 15 to 20 times a day to add powder—saves 30 to 45 minutes every day! Amazingly simple, yet inexpensive. This new proven principle sends the filter powder direct to the filter and away from the garments, assures a cleaner solvent, clears the load faster and saves hundreds of steps. Easily installed in any plant set-up. Every filter needs one. Pays for itself quickly.

- POWDER REACHES SCREEN OR BAG PERFECTLY CLEAN
- POROUS, MORE-EVEN CAKE ON SCREEN
- POWDER NEVER CONTACTS GARMENTS
- LOADS ARE CLEANED AND CLEARED FASTER
- MORE EFFICIENT . . . MOST ECONOMICAL
- IDEAL FOR NEW SOAP-INJECTION PRINCIPLE

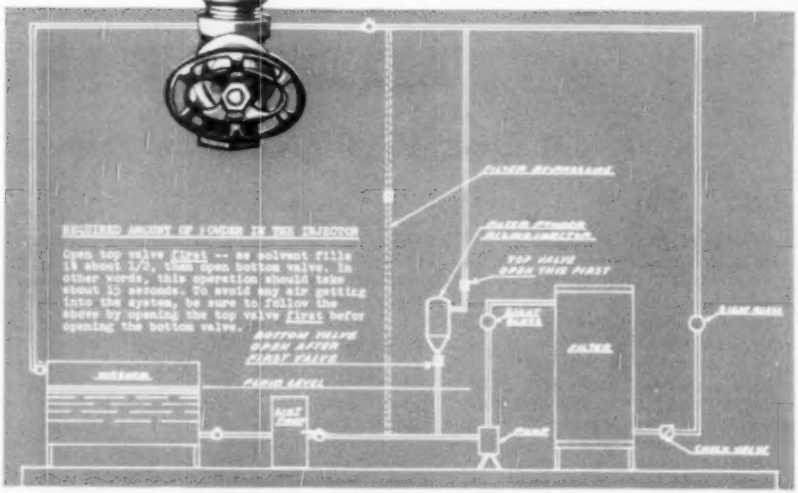

Diagram at left shows how the Bishop Filter Powder Mixing Injector breaks the bottleneck of filtering by injecting the powder between the lint trap and pump inlet. Bottom of powder injector is above level of solvent in highest washer on unit hookup, assuring proper flow of powder. Simple, efficient, practical, economical.

BISHOP FILTER POWDER INJECTOR

Model B67

ONLY **$29.50**

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

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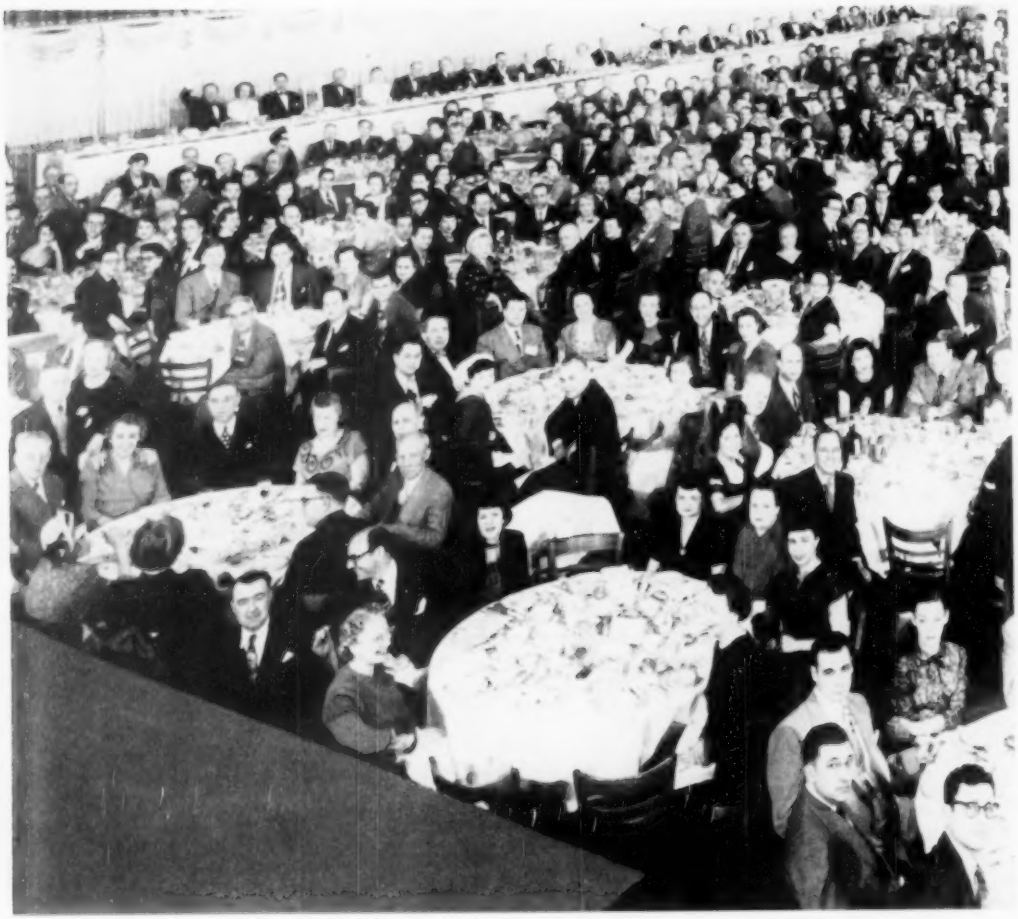


MILHOLLAND

Over 10,000 Visit Exhibits and

IT'S possible! It's possible that the 41st annual convention and exhibit of the National Institute of Cleaning and Dyeing represents a return to "normal" conditions. The crowd of 10,500 that thronged to the exhibit hall was a third less in numbers than the mob that choked it during the first exhibit following the war. Nevertheless, many of the exhibitors expressed themselves as highly satisfied with sales made or interest shown; very few appeared to be disappointed. One prominent equipment manufacturer reported the best results at any convention and exhibit since the war. Therefore, we suspect the difference in registration represented only a reduction in numbers of non-buying employees and of executives representing each plant.

The meeting sessions were diversified, well-paced, and carefully and dramatically staged. It is unfortunate that the dryecleaners convention has grown so large that better meeting facilities are difficult to procure. The physical setup of the hall, both as to sound and lighting, left much to be desired, and the speakers were under considerable handicap.

T. E. (Gene) Milholland of Dallas, Texas, was chosen to guide the NICD's affairs for the next term as president, and Willard M. Canman of Toledo, Ohio, was tapped for vice president. It would be hard to find two men of higher caliber to carry on Ray Staub's standout achievement in the presidency.

The new secretary-treasurer of the NICD is Walter Duncan, Philadelphia, Pa. The new directors elected were: R. K. Boody of Concord, N. H.; Robert Corwin

SUCCEEDS STAUB

Convention at Chicago's Navy Pier

of Des Moines, Iowa; Fred Schumann of Chicago, Ill.; Stuart Smith, Warrenton, Va.; B. Osborne, Dayton, Ohio; and Samuel C. Markel, Buffalo, N. Y. Henry B. Benoit of Charlotte, N. C., was reelected. The holdover members of NICD's board are Charles E. Rupp, Atlantic City, N. J.; J. W. Packham, Blackfoot, Idaho; Ray L. Vermeers, Spokane, Wash.; Lloyd Bensinger, Memphis, Tenn., and E. J. Hedge, Oklahoma City, Okla.

The opening convention session got under way Monday afternoon with the showing of the film, "Power Behind the Nation." A sizable crowd was present in the auditorium when President Raymond W. Staub called the meeting to order. Following the invocation and singing of the national anthem, Mr. Staub introduced the members of the board of directors and appointed various convention committees. T. E. Milholland outlined Leo Soukup's contributions to the National Institute and moved that the services of the group's past president be recognized in the form of a permanent membership. With the unanimous consent of the assembled drycleaners, Mr. Staub presented a lifetime certificate to Mr. Soukup.

A large part of the Monday afternoon session was devoted to the president's report on NICD activities during the year. Mr. Staub covered the broad outline of current developments and introduced four staff members who filled in more specific details on projects under way at the Silver Spring headquarters. Pinch-hitting for George P. Fulton, Dr. James Alexander, chief chemist, reported on research efforts to discover

the source and prevention of soil redeposition. May L. Fernberg, legal counsel, summarized the year's legislative trends with special emphasis on the drycleaner's exemption under the federal minimum wage law. The success of the Institute's four-week management course was highlighted by John P. Gray, director of education. The trend in drycleaning sales both nationally and by sections of the country was charted by William B. White, director of field and engineering service. In pointing out a drop of nearly one percent in January 1950 as compared to the same month last year, Mr. White stated that this decrease at plants reporting to the Institute might be explained by the inroads of new drycleaning firms established during the 12-month period.

The importance of careful selection of salesmen was stressed and an outline of how to go about it was given by William Rados, a sales consultant to some of the nation's largest merchandising organizations. Mr. Rados explained what he termed the ABC formula: analysis, background and checkup. The speaker recommended the preparation of a list detailing the specifications desired, for use in analyzing an applicant during an interview. Adequate background information must cover at least ten years, Mr. Rados maintained, and the prospective employer should check his appraisal in a personal interview with the applicant's former superiors.

The final event of the Monday session was the formal presentation by Harry Price, vice president of the Celanese Corporation, of his company's gift of a library

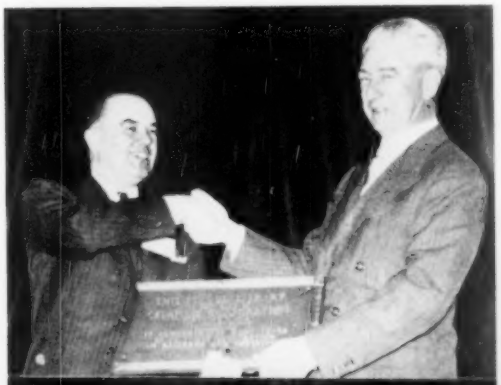
Below: Present at first meeting of new board of directors and officers are, left to right: E. J. Hedge, Fred Schumann, Henry Benoit, Ray Vermeers, Charles E. Rapp, Willard Cannon, Norbert Berg, T. E. Milholland, Cecil Bonas, Raymond W. Staub, Robert Corwin, Stuart Smith, J. W. Puckham and R. K. Roody. Bottom: Retiring President Staub introduces members of board of directors who piloted association during past year

to the NICD school at Silver Spring. Mr. Price won an ovation from the convention when he announced that his organization will submit all fabrics for testing at the drycleaning laboratories before releasing them to the public. In accepting the presentation in behalf of the membership, Mr. Staub highlighted the Celanese Corporation's record of cooperation with the cleaning industry over a period of nearly a quarter of a century.

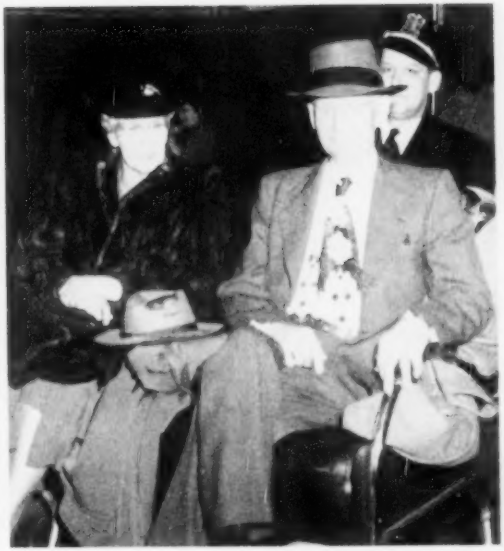
In spite of an unforeseen delay caused by the necessity of making a minor adjustment on a stage prop, Gene Milholland was finally able to get the Tuesday morning session rolling with the film "More Dangerous Than Dynamite." As if that film hadn't thoroughly awakened his listeners, Gene introduced a veritable hurricane in the person of Eugene Mapel, vice president of the Sales Consulting Division of Methods Engineering Council, Pittsburgh.

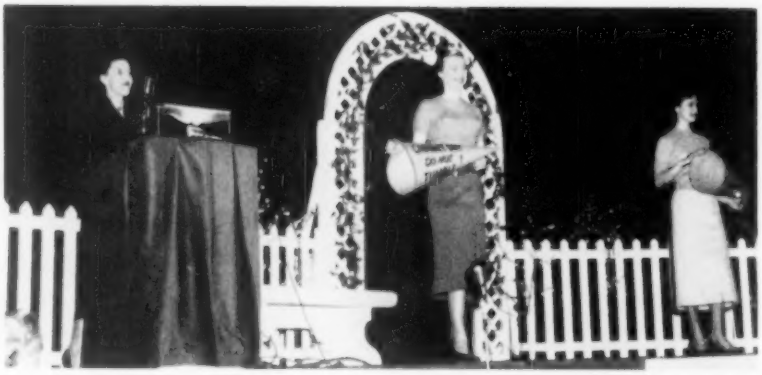
Mr. Mapel proceeded to make a sales manager's job look about as tough as two weeks in Florida, with pay. One of his main points was that sales supervision in most plants is woefully inadequate. Too often the supervisors are relegated to menial tasks, and are prevented from devoting their time to more profitable chores like increasing sales. In addition, Mr. Mapel insisted 50 cents out of every dollar spent for advertising is wasted through lack of proper follow-up on the loosely prepared program. One phrase worth quoting was, "Don't expect your salesmen to do your advertising, don't expect your advertising to do your selling."

Mr. Mapel also contended that with a truck properly



Left: President Staub (left) accepts presentation of library to NICD school made on behalf of Celanese Corporation by Harry Price, vice president of company. Below left: Leo Saskup (right), veteran drycleaner formerly of Lincoln, Nebraska, now of California, long-time officer and moving spirit of NICD, was presented lifetime membership by Ray Staub. Below: Among older but more enthusiastic visitors to convention were Mr. and Mrs. E. F. Meyer, Brainard, Minn. Last August the Meyers had double celebration for golden wedding and 50th anniversary of business



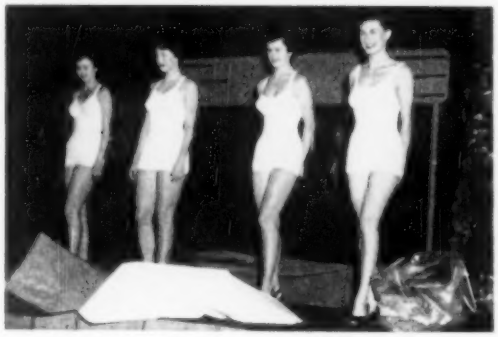


Left and below: Style show presented by Dr. Dorothy S. Lyle of NICD staff was a high spot of convention. Processing hints are shown on sides of megaphones. Effects of drycleaning or wet-cleaning on color or dimensions were pointed up in before-and-after garments worn by models

laid out in regard to position of tickets, pencil, and string used in tying the orders, twice or three times the present time could be devoted to selling the housewife on other services. The speaker declared that "low pressure" methods of selling allow the men to act more naturally in dealing with the housewife and the results are generally a lot better.

Thomas W. Ogden of Spitzer the Cleaner, Richmond, Va., then spoke on "Merchandising Now for 1950," and showed the necessity for planning a campaign around a basic idea of deciding: (1) how to sell, (2) to whom to sell, and (3) what to sell. Mr. Ogden has long made a habit of filing all trade journals for quick reference on any of the various services he may desire to sell. This file has proved an unending source of ideas for novel methods of advertising and selling.

Below: Models dramatized house-to-house solicitation methods recommended by Thomas W. Ogden. Right: To illustrate importance of packaging Sam Darka decked three girls in opaque garment bags, one in a transparent number. Below right: Later, models stepped out of bags to demonstrate that all would have benefited from transparent packaging



T. E. MILHOLLAND A SANITONE LICENSEE FOR 18 YEARS

Here T. E. Milholland, President of Zenith Cleaners, Inc., Dallas, Texas, receives the bronze Sanitone Fifteen-Year Service Plaque from L. F. Francis, Advertising Manager of Emery Industries. From left to right at the ceremony: Jim Murdock, Sanitone Southern District Manager; Les Francis; Bill Boyd, Sales Manager, Sanitone Division of Emery Industries; "Gene" Milholland; and Kay Bertucci, Vice President and Treasurer of Zenith Cleaners, Inc.

FIFTY-FIVE OTHER CLEANERS will receive this plaque signifying 15 or more years as a Sanitone licensee.

BEST WISHES to Mr. T. E. Milholland in his capacity as the new President of NICD. He was elected at the recent convention in Chicago.

HERE'S *PROOF* OF SANITONE'S EXTRA PROFIT FEATURES

With his 18 years of uninterrupted use of Sanitone behind him, T. E. Milholland became the first proud owner of the beautiful, bronze Sanitone 15-Year Service Plaque. Across the country, 55 other licensees are eligible for these plaques . . . 225 others will receive the 10-Year Award of Merit . . . over 500 more the 5-Year Certificate of Merit. They're all members of a team that now totals almost 900—a nationwide group subscribing to uniform high-quality standards.

In these service records is proof-positive of the efficiency and profit building features of the Sanitone program. These men have found that the combination of quality and vigorous national and local advertising and promotion by Sanitone gives them just what they need to stay on top during even the most highly competitive times. Why not get the facts today—a few selected franchises are still available for qualified dry cleaners.

SANITONE Dry Cleaning Service

EMERY INDUSTRIES, INC. • CINCINNATI 2, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

As always, one of best gatherings at convention was dinner held by members of NICD Alumni Society.

which were compared by the speaker to drops of water on a stone. Continual drops of water will wear away the strongest stone, and just such a method used in selling will break down buyer's resistance.

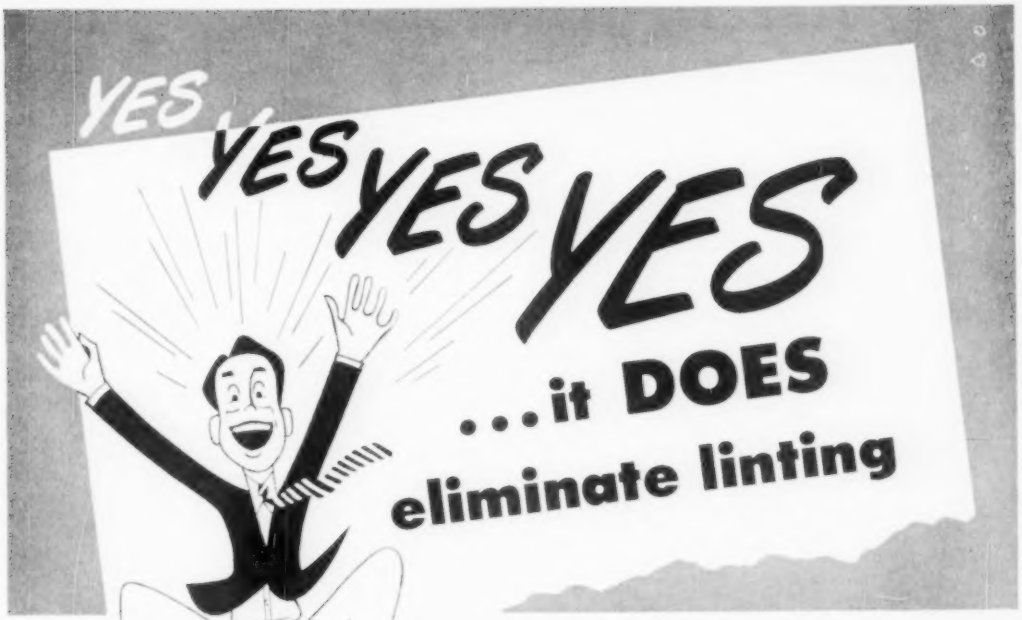
Particularly impressive was the use of professional models to demonstrate the Spitzer Cleaners methods of house-to-house solicitation by routemen.

"Route Sales Strategy," as presented by Sam Darko, Darko & Sons, Indianapolis, Ind., will long be remembered for the bevy of curvaceous bathing girls who so beautifully illustrated the advantages of proper packaging of garments. Mr. Darko's step-by-step explanation of the methods used to get top efficiency from route salesmen appears elsewhere in this issue.

A color film on the manufacture and use of dyestuffs set the stage for the Tuesday afternoon session, conducted by Director Willard M. Cannan. Gordon Henning, Langley's Ltd., Toronto, Ont., explained his organization's success with using customer surveys in selecting store locations, determining effectiveness of advertising and charting consumer acceptance. Kenneth C. Welch, vice president and chief consultant of National Suburban Centers, Inc., reviewed the growth of non-metropolitan shopping areas and pointed out the key factors a drycleaner should weigh in considering the location of an outlet in one of these developments.

The principal feature of the Tuesday afternoon session—and one of the highlights of the entire convention—was a style show staged by Dr. Dorothy S. Lyle of the NICD consumer relations department. The display consisted solely of problem garments which drycleaners may expect to encounter during the coming months. In most instances three models appeared on the stage simultaneously in garments identical except that one was new, a second had been drycleaned and a third had been put through wetcleaning. Dr. Lyle explained the fabrics involved and suggested cleaning or finishing methods which would prevent sharp deterioration in the original appearance. Whenever pos-

Illinois State Cleaners and Dyers also held dinner. Head table, left to right: William L. Skohen, Mrs. Ben Rosenfield, Ben Rosenfield, Mrs. John O'Connor, John J. O'Connor, Mrs. Ray Stone, Ray Stone, Mrs. Al Fisher, Al Fisher, Mrs. Hymie Ditkowsky and Hymie Ditkowsky.



. . . at this time of the year, when lint gives plenty of trouble (and costly), try . . .

DICALITE*7 — it stops linting by eliminating the cause. This "anti-static" filter powder makes either petroleum or synthetic solvent conductive and the static charge passes off harmlessly to the ground. Hundreds of dry-cleaners use Dicalite 7 regularly; one cleaner in Washington, D. C., says: "I ran a mixed load, consisting of a wool blanket, lady's black dress, and a navy blue robe, to test your statement towards lint. Results astonishing — no lint". Give Dicalite 7 a trial—it will also increase soil removal to give you whiter whites and cleaner, brighter colors. You will not only save the extra time and expense of "de-linting", but you'll reduce spotting and wet cleaning. In short, you will turn out more and better cleaning at lower cost.

Order DICALITE 7 From Your Jobber

The New "ANTI-STATIC" FILTER POWDER

*Reg. U. S. Pat. Off.

DICALITE DIVISION
GREAT LAKES CARBON CORPORATION
NEW YORK 17, N.Y. • CHICAGO 13, ILL. • LOS ANGELES 14, CAL.

Some of drycleaners who attended Tuesday evening banquet of Illinois State Cleaners and Dyers Association

sible the models carried some type of placard with key renovation pointers such as, "Use Minimum Moisture" or "Cabinet Dry—Do Not Tumble." All in all, the style show was as effective a blending of education and showmanship as has ever been staged at any convention anywhere.

Director E. J. Hedge presided at the Wednesday morning session which was touched off by the film, "In Balance." Robert E. Cowie, methods engineer at the Silver Spring headquarters, illustrated with before-after films and layout drawings a number of step-saving changes made at the Institute plant. Through realignments in all production departments, Mr. Cowie pointed out annual wage savings of $416.40 per piece handled in a $1,000-a-week plant.

The main business of the Wednesday morning session was concentrated on the problem of textile serviceability, handled by a panel consisting of representatives of drycleaners, garment makers, textile manufacturers and retailers. Albert E. Johnson, director of the NICD trade relations department, reported on current efforts to attain closer relationships with other garment groups. The working of a local serviceability arbitration committee composed of two retailers, two drycleaners and two housewives was explained by L. L. Mandhip, manager of the store service division of M. O'Neil Co., Akron, Ohio. Speaking for the manufacturers, Emery E. Klineman, Majestic Specialities Co., Cleveland, Ohio, pointed out the difficulties resulting from the diversified nature of the garment trade. George Smith, manager of the quality control division of Burlington Mills Corp., outlined the tests applied to all synthetic textiles before they are released to the public. Members of the panel participated in an open forum and answered questions presented from the floor.

Wednesday afternoon's session opened with another

AT LAST!

A Material Made *SPECIFICALLY* for Dry Cleaning Press Pads

Lam-tex*

MOLDED RUBBER

Perfect Porosity for FASTER Steam and Vacuum

Thoroughly Tested And Proven In Actual Use

Now—

*Forget everything you know about rubber press pads. LAM-TEX is different—better—longer lasting. For the first time a material has been designed scientifically and specifically for use in making Dry Cleaning Press Pads. LAM-TEX, the result of many years of research and testing, gives you the ultimate in pressing efficiency.

The correct density of heat resisting rubber in LAM-TEX gives you perfect porosity for faster STEAM and VACUUM—better, faster production.

INSIST NOW on the GREEN LAM-TEX molded rubber press pad.

Molded in the factory to fit all makes and sizes of pressing machines.

Ordinarily we don't go for testimonials but these comments from actual users tell a better story than we could.

Pittsburgh, Pennsylvania
March 6, 1950

. . . I was an anti-rubber press pad man, and tried yours against my better judgment. I found that due to the greater porosity and other advantages of the pad, we were able to maintain a faster production schedule . . .

Very truly yours,
CONSOLIDATED CLEANING SHOPS, INC.
Jerome A. Barniker
President

St. Charles, Illinois
March 1, 1950

. . . I have just completed the tests on the Lam-Tex Dry Cleaning press pads sold to me last year and believe you will be interested in the results. The Lam-Tex synthetic rubber pad which I placed on our Prosperity silk press is still in service since February 15, 1949.
I noticed the Lam-Tex synthetic rubber pad did not, in any case, become pitted on the top surface, or stick to the cover. No flamed was used on top surface . . .

Yours very truly,
FOX VALLEY LAUNDRY & CLEANERS
Jim Rose
Plant Manager

Beaver Falls, Penna.
March 1, 1950

. . . The original pads that we have used over two months are still in excellent condition, and will outlast other rubber pads three to four times.
In comparing your item with the old conventional heavy cotton pads, the results have been overwhelming. Costs are more than halved—quality is improved with less effort on the part of the operator . . .

Very truly yours,
NATIONAL PANTS COMPANY
General Manager

Contact your jobber or write direct.

THE QUALITY LINE

PITTSBURGH TAG COMPANY

1112-20 GALVESTON AVENUE • PITTSBURGH 12, PA.

Panel that discussed garment serviceability problems included, left to right: Emery E. Klineman, George Smith, L. L. Monship, Albert E. Johnson

movie, "Facts About Fabrics." It was good showmanship on the part of NICD to start every session off with a film. While quite effective, a little more cooperation by the pier management in darkening the hall would have made the movies a surefire program starter. (If the reader hasn't guessed it, we think the Chicago Chamber of Commerce needs to prod somebody about meeting hall facilities at the pier!)

Draper W. Armstrong, NICD's accountant, took over next with an analysis of costs in the drycleaning plant, and some suggestions on what to do about them. Following his talk, a panel of research and technical men from the Institute tackled the familiar problems of the necessity for distilling, the reduction of shrinkage, and the elimination of redeposition or graying. They were Dr. J. C. Alexander, W. C. Hardin, Dale Mowrer, Charles Truxall, Judson Randlett and Charles Weaver, with William B. White as moderator of the panel.

After the election of officers and the usual thinly attended business session, the meetings broke up, and with the grand banquet and outstanding floor show, the 41st NICD convention became history. Next year, they tell us, Atlantic City will be the site of the 42nd meeting. # #

Above: At meeting held during convention Garment Dyers Guild of America elected officers. Left to right, standing: Walter Loebl, Loebl Dye Works, Roanoke, Va., vice president; Stanley Simon, Tru Color Dye Works, Brooklyn, N. Y., president; John Egli, General Dyeing Company, Inc., Indianapolis, Ind., reelected secretary-treasurer. Seated: Retiring officers Walter Merdinger, Kran-Mer Corporation, Milwaukee, Wis., former vice president, and Leon Teicher, Almore Dye House, Chicago, retiring president. Below: Guild meeting started with dinner Saturday; business sessions on two following days were devoted to future plans

McGrath

fresh as spring!

The way clothes look after a 400 dry cleaning! To your women customers spring means gay floral prints... and how they love to get them back bright and beautiful, fresh and as full of sparkling color as a spring bouquet!

1. 400's patented 'Food for Fabrics' ingredient restores vital natural oils to every type of fabric.
2. 400's maximum efficiency means minimum labor costs...less spotting, finishing, wet cleaning.
3. 400's wide 'margin for error' lets inexperienced help do expert cleaning.
4. 400's positive moisture control insures perfect cleaning... any climate, any time.

Adco, INC., SEDALIA, MISSOURI, U. S. A.

Manufacturing chemists since 1908

25 YEARS AGO... APRIL, 1925

10 YEARS AGO.... APRIL, 1940

"BY REQUEST, WE FEATURE THE VARIOUS TYPES OF... SALESMEN!"

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

the all-important extra

A corsage means a lot to your lady fair.
MONITE Insured Mothproofing means even more to your value-seeking customers.

Each is an **extra** . . . the corsage an extra thoughtfulness, MONITE an invaluable extra service at **no extra cost.** Each is that **all-important extra** that every time will tip the scales in your direction.

Do you know that in spite of our increased costs, the cost of MONITE has not increased since July 1941?

Still only 1½ cents per garment!

Applied in the wheel . . . no extra labor or equipment required.

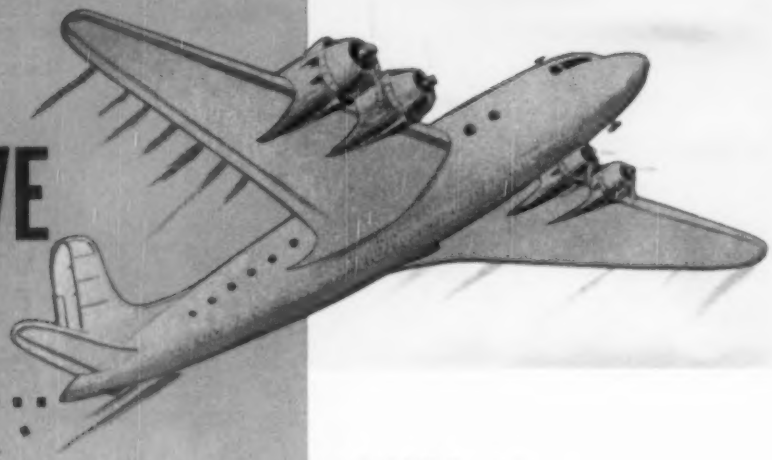
Adco, INC. SEDALIA, MO.

MONITE INSURED MOTH PROOF CLEANING PROCESS

Manufacturing chemists since 1908

When writing to advertisers please mention The NATIONAL CLEANER & DYER

HIGH ABOVE ALL....



CARRY YOUR CLEANING ROOM PROBLEMS

Safely, Speedily, Economically

LET NEW C-50

NEW

C-50

CONCENTRATED DRY CLEANING SOAP

by NU-PRO

NEW C-50

There's none so new, so potent . . . **C-50** is an innovation in Dry Cleaning Soaps . . . greater speed, tremendous savings, easier handling, all with top efficiency.

Increases Efficiency SAVES TIME . . . SAVES MONEY!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

- C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
- C-50 is 40% less costly.
- C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent.
- C-50 can be used with Stoddard Solvent or 140F and chlorinated solvents.
- C-50 is non-inflammable.
- C-50 is more economical all the way around.
- C-50 solves storage. Packed in gallon jugs. No drums to take up valuable space.

USE NEW C-50 ...THE MODERN WAY TO HANDLE DRY CLEANING SOAP OPERATIONS!

NU-PRO MANUFACTURING CO.
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

ORDER TODAY AND BILL THROUGH YOUR NU-PRO JOBBER

When writing to advertisers please mention The NATIONAL CLEANER & DYER

STOP MOTH DAMAGE!

1 Expert dry cleaning destroys moth life.

2 Garments sealed in Moth Seal Bags immediately after cleaning are protected against moths and soil in vault or closet until bags are opened.

Economical PROTECTION FOR CLOTHES!

Send for FREE sample!

MOTH SEAL

This entire ad, except the coupon, is a reproduction of an attractive four-color counter card that will build additional business for you. These cards are available to you, FREE. Cleaners and laundries from coast to coast know and use Moth Seal Storage Bags.

Lincoln Bag Company, Inc.

4300 W. SCHUBERT AVE. • CHICAGO 39, ILL.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

...don't take our word for it!

...see and judge for yourself!

At the NICD Convention in Chicago, drycleaners from all parts of the country praised this new mat book . . .

"The only complete advertising, merchandising, and sales promotion package ever offered to drycleaners," they said. And . . .

"Ad for ad, the most economical, too!" "The HIT of the Convention!"

Better your Business...

IT'S THE STUART BART ADVERTISING MAT SERVICE FOR DRYCLEANERS . . . THE INDUSTRY'S LEADER . . . YOUR ADVERTISING PROGRAM IN ONE COMPLETE PACKAGE!

5-DAY FREE EXAMINATION!

This is your invitation to examine the April, May, June issue of the Stuart Bart Advertising Mat Book for five days at our expense. We pay all the postage. We pay handling costs. We put you under no obligation to buy. All you do is clip and return the coupon . . . and a copy of the mat book will be mailed to you . . . FREE!

The merchandising section alone will make it well worth your while to examine the book. It's BONUS information for every drycleaner who sees the service!

•

WANT TO KNOW MORE? WANT TO SEE THE MAT BOOK ITSELF . . . . WANT TO LEARN WHAT THIS BIG SALES-GETTING SERVICE WILL DO FOR YOU?

LOOK AT THE FEATURES IN THIS BRAND NEW IDEA

- ***68 newspaper mat ads*** cover general, specific, and special services
- ***25 radio announcements,*** spots for 15 seconds, 30 seconds, and one minute broadcasting
- ***a section on art work and headings*** for ads and literature you make up yourself
- ***a direct mail section*** shows you how to convert the ads for sales promotion use
- ***a merchandising guide,*** a promotional calendar that shows you just how and when to advertise

INSPECT IT FREE!

ONLY ONE MAT SERVICE FRANCHISED TO AN AREA... FIRST COME—FIRST FRANCHISE . . . SO HURRY!

LOW, LOW PRICE . . . AS LITTLE AS $2.50 PER WEEK!

The Price? . . . $29.50 for 3 months for most drycleaners. (Somewhat higher for drycleaners in the larger cities.) Price Includes the Mat Book Plus Cardboard Mats for Economical Newspaper Insertion

RETURN OF COUPON IN NO WAY COMMITS YOU TO ANY EXPENDITURE

STUART BART, INC., DEPT. NC
114 E. 32nd St.
New York 16, N. Y.

Sure we're interested in your offer of a free five-day examination! Send the new Stuart Bart Advertising Mat Book along to us! We understand that this examination costs us nothing . . . and that it places us under no financial commitment.

NAME
FIRM
ADDRESS
CITY ZONE STATE

STUART BART, INC.
Advertising . . . Sales Promotion . . . Merchandising
114 East 32nd Street, New York 16, New York

Fleet of 16 trucks belies apparent small size of Darko plant which actually has buildings behind one shown. Trucks are dignified; have only firm name on panels

ROUTE SALES STRATEGY

by SAMUEL DARKO
Darko and Sons, Indianapolis, Indiana

From Talk at 41st Annual N.I.C.D. Convention, Chicago, March 14, 1950

Photographs by WILLIAM R. PALMER

I HAVE used the word strategy in connection with route sales, not only because it's a good two-bit word but because according to Webster the word "strategy" best describes the things necessary to have a forceful, hard-hitting route sales organization. The definition of the word strategy, as it is used here, is, ingenious plans or designs, tricks or schemes for defeating competition.

The ideas that I have to present to you are simple to the point methods that get results. There are several things to consider in building and maintaining a route sales organization that produces the results that we want.

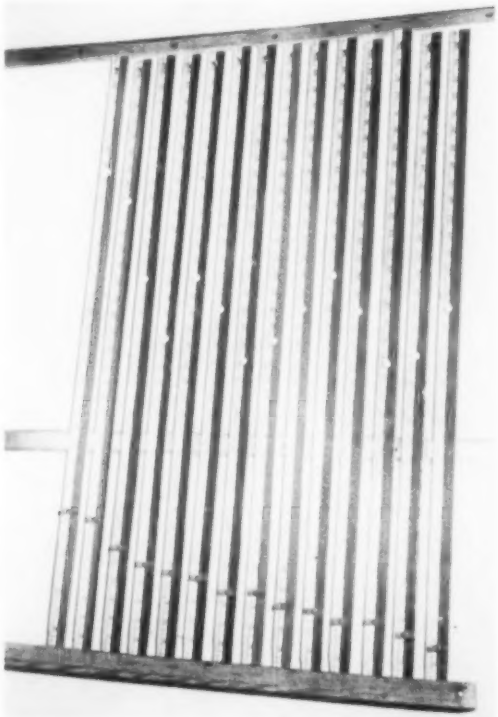
In our plant at Darko and Sons, our route sales strategy falls into four main headings:

1. Selection (of routemen)
2. Organization (of the route sales department)
3. Selling aids (to route salesmen)
4. Training (route sales personnel)

1. Selection of Routemen

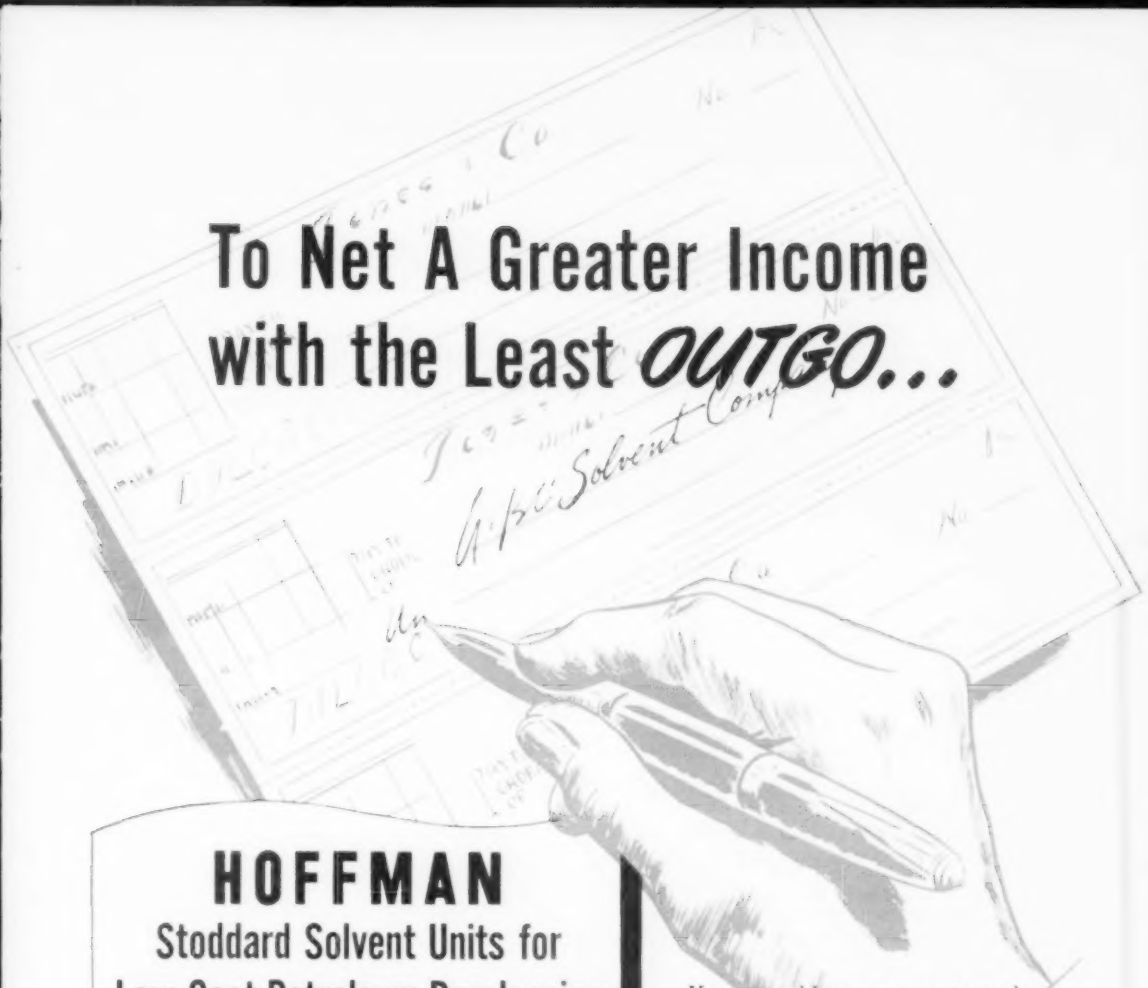
There is first the selection of route salesmen, or the raw material with which we have to work. It goes without saying that a good clean, neat appearance is essential in sales work. Therefore, the men who make a good first impression upon you are naturally the ones who will do likewise on your routes.

It has been my experience that there is a tendency to underestimate the tremendous importance of the route sales force. The men on your routes obviously must be more than just truck drivers. In today's rapidly increasing, highly competitive field they must be outstanding salesmen, in order to produce a high volume



Tundstoks show daily progress of routes. White thumbtacks show weekly quotas; colored tacks with paper strips positions at end of first day

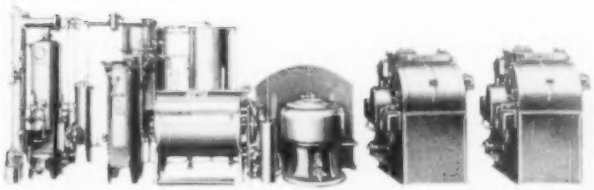
To Net A Greater Income with the Least *OUTGO...*



HOFFMAN
Stoddard Solvent Units for Low-Cost Petroleum Drycleaning

Complete Units for Loads from 35 to 200 Pounds

Balanced operation, ready to hook up at your plant, including all wiring and piping. Below, the famous "Economy" and Hoffman also builds 140°F units for safety petroleum solvent operation.



You spend less money—to make money—when you invest in Hoffman units for Stoddard petroleum solvent. The dollars you pay out for equipment come back faster. That's because you can turn out more loads per day, with greater net from each garment. And solvent bills are rock-bottom low . . . there's more net left for you each time you pay a solvent bill. Today, investigate the greater operating economies that can be yours with Hoffman Stoddard solvent units. Ask your Hoffman representative or write today.

TOPS IN VALUE . . . SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

Right: Portable receiving station on casters is rolled out to curb during morning rush hour

Bottom: Cards like these are issued to drivers once a week with talk and discussion of subject presented. They are carried in special bracket in truck so latest card is always before driver

of business. The success or failure of a drycleaning plant depends on the efficiency of its route sales department. Your route sales organization is the mainspring of the business. All your investment in land, buildings and equipment would be worthless were it not for the route salesmen. They are the final link between your plants and your customers.

A. Appearance. When picking an applicant to take over one of your routes, pay particular attention to the way the man looks, acts and talks; those factors will determine to a great extent the success or failure of the man in each contact with your prospects and customers. The net results of these contacts measure his worth to you as a route salesman.

B. Responsibilities. Other factors to consider in your selection of route salesmen are their responsibilities, their education and their past experience. It has been our experience that a man with a family or other financial responsibilities will be apt to do a better job for you than a young single man with no responsibilities.

C. Education. We have found that a man with good common sense and an average education (high school) is the best material to make a route salesman.

D. Past Experience. The past experience of the man on previous jobs is also an important factor in determining his qualifications for a route. The habitual drifter invariably does not work out. The man with a good record on previous jobs is apt to work out best for you. We have found that our topnotch route salesmen are not the men who were out of work and looking for a job, but men who had a job and were looking for something better to improve themselves.

E. Aptitude Tests. These are a great help in aiding your selection of men—not the complicated type of test that we can't understand ourselves, but the common-sense test that you can grade rapidly yourself, the kind that will not necessarily give you a man's IQ but gives you an idea of his judgment under given conditions, his reactions to given problems; in other words, his good common horse sense—and don't think that an efficient route salesman doesn't use a lot of it in a day's work. There are many kinds of tests. We happen to be using Dr. Crane's.

2. Organization

The organization of your route force is also of great importance.

A. Supervisor. The route supervisor should be the kind of person that the route salesmen look up to. He should be an example to the men, a topnotch route

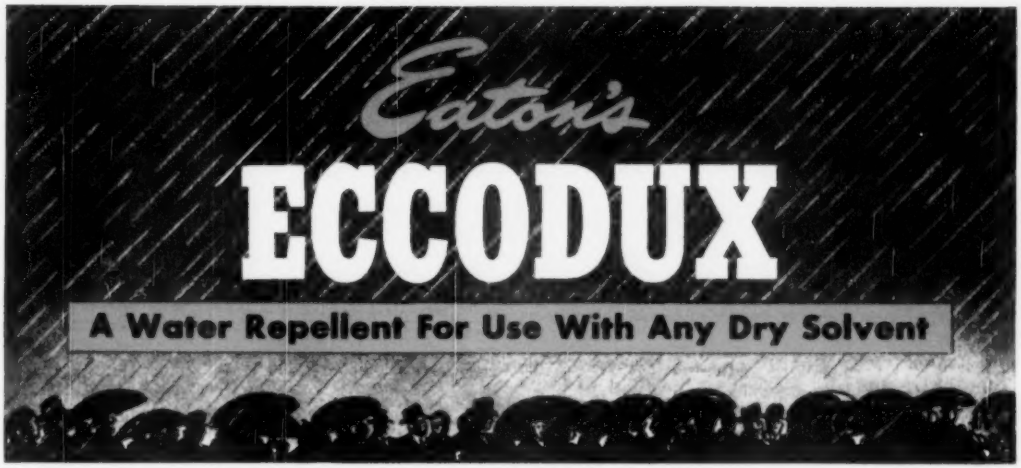
You represent Your Company

Always **LOOK** your best.
Always **ACT** your best.
Always **TALK** your best.

These are the fundamentals of a successful routeman.

Every business has it's complaints !

A complaint, if properly handled, will prove beneficial to the salesman and his company.



THE FOLLOWING FOUR REASONS ACCOUNT FOR THE UNIVERSAL ACCEPTANCE OF EATON'S ECCODUX AS THE OUTSTANDING WATER REPELLENT OF THE DRY CLEANING INDUSTRY. THIS ACCEPTANCE MADE IT NECESSARY FOR US TO INCREASE OUR MANUFACTURING FACILITIES FOURFOLD DURING 1949.

1. Completely Soluble Without Agitation At Any Temperature Above 32° F. (freezing).
2. Can Be Used Over And Over Again Without Loss Of Its Concentration.
3. One Part Eaton's ECCODUX—10 Parts Any Dry Solvent, Makes A Solution Which Produces A Repellency Rating Of 90 N.I.C.D. Spray Test.
4. 100 Percent Solubility.

* *For A Water Repellent On The Wet Side Use Eaton's DUXCOTE.*

ORDER FROM YOUR DISTRIBUTOR

EATON CHEMICAL AND DYESTUFF COMPANY

Established in the year 1838

Cleaners', Dyers', Launderers' Supplies

1490 Franklin Street • Detroit 7, Michigan

Canadian Plants: Windsor and Toronto

When writing to advertisers please mention The NATIONAL CLEANER & DYER

salesman himself, who knows all the routes and is capable of instructing the men in route sales education.

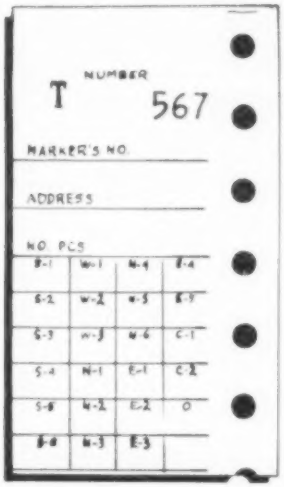
B. Assistant Supervisor. If the routes in the plant are of sufficient number, the supervisor should have a capable assistant, one who can fill his shoes when necessary. In our organization, these men have been promoted to these positions. They know the business as well as the 18 routes from A to Z.

The route supervisor as well as the assistant are paid on a percentage basis of what the routes produce. They are operating their own business, so to speak. Their take-home pay depends on their efficiency as well as the efficiency of the men under them. This sort of setup really keeps them on the ball at all times. The route supervisor does his own hiring and firing in his

department. This also helps make the routemen respect him, they are working for him.

C. Routemen. Each routeman turns in to the route supervisor a daily sheet showing each stop, whether a pickup or delivery, if a pickup, it shows whether it was a phone call, a weekly stop or an extra stop, meaning either a "cold turkey" solicitation or a call back on a previous solicitation. By this sheet the supervisor can tell not only how much business the man has done that day, but also how he obtained each order. This sheet, coupled with the service recorder which is installed in each truck, or "Tickers" or "Tattletales" as they are sometimes called, gives a very good picture of each man's activity at the end of each day.

The service recorder graph illustrated here is the type which covers a 24-hour period. As you see, the hours and minutes are marked off. The driving time is indicated by a wide line, as the motion of the truck makes the pen jiggle up and down. The stop is indicated by a very narrow line. Thus the supervisor knows



Above: This card at bottom of interleaved invoices used in machine. Three-piece block-out system, card is used in customer control file to describe each order. In addition McBee cards carry record of customer's total business as well as frequency and type of work done. Left: Cards from travel-recording device installed in trucks. Jiggling of trucks causes pens to make wide strokes, shows when trucks were idle or in motion. Top shows probable long coffee sessions, middle record reveals busy man, bottom card shows where solicitations may have been made plus coffee sessions. Right: Three marking tags like this, separated by perforations, come at back of each group of invoices stamped with the same serial number. Note use of street address rather than name for identification. Code numbers are for routes

what has been going on all the time on all the routes, and can do something about it before it's too late.

The supervisor sets quotas for each route each week on a chart similar to the one shown. This chart is made of a yardstick for each route, and the quota is marked by a white thumb tack. He is able to show the daily progress of each route toward the goal or quota. This creates a spirit of competition between the men. Sometimes the supervisor and the assistant supervisor choose teams of routemen, and the two teams compete against one another. This adds variations and revives the competitive spirit when it seems to be lagging.

In our plant we have a minimum wage scale of $50 for route drivers. The chart shows when commissions reach or pass guarantees. One color tab is used for routes under quota, another color for those that have passed quota. Prizes are awarded each month to all route salesmen making quotas.

3. Selling Aids

A. Customer Control. Since the beginning of our business, we have been sold on customer control. Even though the sales organization may be very efficient, every salesman a topnotcher, there is still additional assistance needed from management. A good customer control system is vital to the sales organization. By the information given by customer control, the route salesman can frame his sales talk to fit each situation,

(Continued on page 64)

FACTS every dry cleaner should know

by E. S. GARVERICH

Technical Adviser, Laundry & Dry Cleaning Dept.
Pennsylvania Salt Manufacturing Co.

WET CLEANING HEAVILY SOILED FABRICS

Before wet cleaning, pre-spot heavily soiled areas with a good wet cleaning soap. Where obstinate stains are visible, treat with a few drops of oil, paint and grease remover, or similar product. Before using any soap or spotter full strength on doubtful colors or fabrics, apply the product to an unexposed seam to make sure that no damage will result.

When wet cleaning a load of durable fabrics or fast colors in the washer, add 1 or 2 oz. of borax or modified soda to the first suds bath. This will decrease the amount of soap needed.

A Practical Stock Solution

10 gal. water	2 qt. wet cleaning soap

Wet Cleaning on the Brushing or Scouring Table

1. Brush entire garment with above stock solution.

2. Rinse thoroughly.

3. Then use a safe, dependable sour.

(Some wet cleaning soaps are excellent for cleaning all types of fabrics, including rubberized fabrics on the scouring table.)

An Efficient Method for Machine Washing

(Suitable for cottons, rayons, silks, wash suits, blankets and other woolens.)

1. Run water into washer and then put washer into operation. Add sufficient wet cleaning soap to produce a good suds.

2. Stop wheel and enter garments for washing.

3. Run washer for 5 minutes, then drain completely. If suds level drops anytime before end of this operation, add enough wet cleaning soap to bring up good suds again.

4. Run water into washer. Add wet cleaning soap and repeat step No. 3.

5. Follow with three or four 2-minute rinses. (Enough to rid the load of most suds.)

6. Sour load with a dependable sour for 3 minutes.

NOTE:

Use high water levels throughout all operations. Encase delicate fabrics in nets and in the washing of such fabrics or woolens. Stop the washer during the periods when it is being drained or filled with water. On woolens or fugitive colors, the temperature of the water should never exceed 90 F.

A Valuable Tip

In step No. 6, in the washing machine procedure outlined above, be sure to use one of the better sours now on the market. Such sours set colors and give fabrics better handle and feel.

Moth Protection for Woolens in the Wet Clean

Erusto-Cetic is recommended as a wet cleaning sour since it is a moth preventative and leaves no acetic odor in the fabric. Here's a typical moth preventive treatment with Erusto-Cetic: Dissolve 1 oz. of sour in each 5 gal. of water. Use at least 10 gal. of this solution for each average 4 lb. blanket or its equivalent. If pH testing equipment or indicators are available, the operator should check the bath to be sure the pH is not over 5. Do not rinse after the bath. Prepare a fresh sour bath for each load of woolens.

Most Important Thing to Remember in Wet Cleaning

To save time and money and to get the best results, be sure to use a good wet cleaning soap. Erusto Wet Cleaning Soap has proved to be one of the best soaps now on the market. It's highly concentrated . . . a little goes a long way . . . and it meets all requirements set forth on this page.

Erusto Wet Cleaning Soap contains cocoanut oil—skillfully blended with penetrating oils and water softeners. That means you get rich, sudsy lather . . . even in cold, hard water. It gives wet cleaning an extra "lift."

PENN SALT

dry cleaning and laundry products

Use these products to simplify your laundry and dry cleaning operations:

Pensal • Perchloron • Penozone • Erustocide • Erusto Salts • Erusto Blues • Quaker Blue • Quaker Improved Chlorinated Lime • Erustolin • Erustosol • Erusto Solvent • Erusto Filter Soap • Erusto Synthetic Solvent Soap • Erusto-Cetic • Erusto Oil, Paint and Grease Remover • Erusto Dry Spotter • Erusto Liquid Wet Cleaning Soap • Erusticator • Erusto Pre-Spotter • Erusto DDT Emulsion • Erustolax—Trade Marks Reg. U. S. Pat. Off. (Also: Penbrite • Energex • Sparkette)

MAIL THIS COUPON FOR FREE SERVICE BULLETIN

Laundry & Dry Cleaning Dept., Pennsylvania Salt Mfg. Co.
2049 Widener Building, Philadelphia 7, Pa.

Dear Sirs:

Please send me a free copy of Service Bulletin No. 17, "How to Wet Clean," as well as Bulletin No. 16, "How to Dry Clean Economically."

Name ..... Title .....

Company .....

Address .....

City ..... State .....

PROGRESSIVE CHEMISTRY FOR A CENTURY

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Your Complete

Compact American 3-Girl Shirt Laundry

Produces 2000 Customer-Pleasing Shirts Per Week

In selecting your shirt laundry, remember—*the reason men send shirts out is to get a top-notch, professional laundry job.* That means the washer you use must wash really *clean*, as well as fast. Your shirt ironing equipment must give shirts that *"smart, professional look"* . . . iron the bosom *last*, to preserve the smooth machine-finish on this most important part of the shirt.

That's why the *American* 3-Girl Shirt Laundry is *the choice of cleaners who know.* Check its simple operation. See why its quality-producing machines will give you *shirts that win customers fast.*

SMOOTH, BALANCED OPERATION

Operator No. 1 marks in soiled shirts, washes and starches them in 22x25" CASCADE End-Loading Washer. She extracts washed shirts in 17" MONEX, also wraps bundles of finished shirts, ready for customer. Other 2 operators beautifully machine-iron shirts on the *American* 2-OPERATOR MACHINE-FINISH Shirt Unit.

You produce 2000 and MORE beautifully laundered shirts per 40-hour week . . . greatly increase your dollar volume and profits. You attract new dry cleaning customers, make more profit on your cleaning business.

American 2-OPERATOR MACHINE-FINISH Shirt Unit. Completely machine-irons every portion of every shirt. Irons shirt bosom *last*, just before folding. Operators' duties clearly defined, *easy to learn.* One girl presses sleeves, folds and sorts ironed shirts. Other girl presses collar and cuffs, yoke, body and front. Balanced duties assure fast, steady flow of shirts, *right from start.* 2 girls produce 50 and MORE quality-ironed shirts per hour.

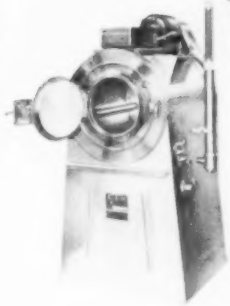
Everywhere, cleaners are increasing their earnings and winning new dry cleaning customers with the *American* 3-Girl Shirt Laundry. Boost YOUR profits. WRITE TODAY for full information.

DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.
CINCINNATI 12, OHIO

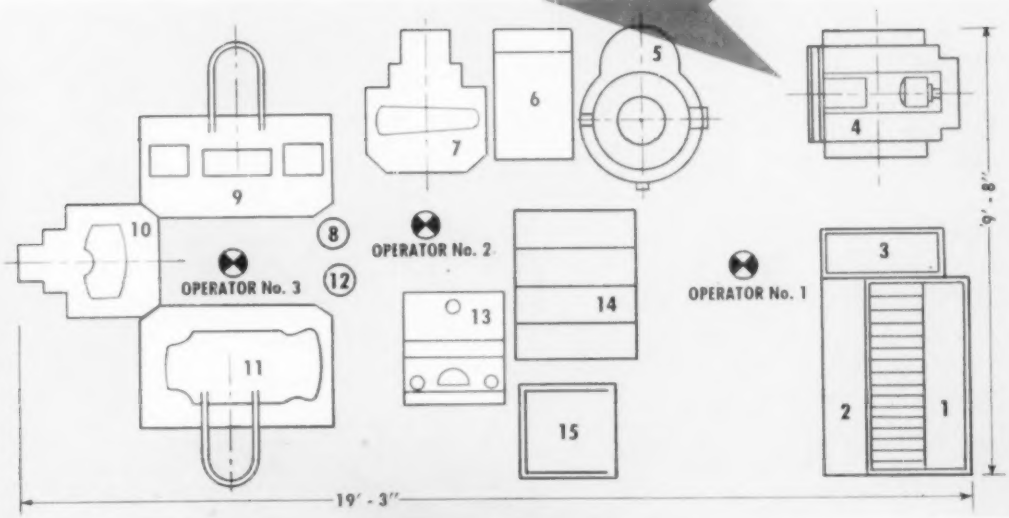
When writing to advertisers please mention The NATIONAL CLEANER & DYER

Shirt Laundry!

22x25" CASCADE End-Loading Washer. Another outstanding CASCADE, famous for *through-and-through washing action* that gets shirts clean fast, economically. Monel metal tub, cylinder and enclosed frame. Forged Steel Gudgeon with Dual Tapered Roller Bearings. Top-mounted motor and Automatic Reversing Controller. V-belt drive. 25 lbs. dry wt. capacity.



17" MONEX Extractor. Sturdy, compact, assures fast, maximum water removal. *Simple and economical to operate.* Monel metal curb and basket. Automatic Safety Cover; Automatic Spindle-Oiling Device. V-belt motor-driven, push-button operated. 20 lbs. dry wt. capacity.



1.—Storage Hopper; 2.—Marking Table; 3.—Storage Box; 4.—22x25" CASCADE End-Loading Washer; 5.—17" MONEX Extractor; 6.—Damp Work Box; 7.—#113-A SUPER-ZARMOETTE Sleeve Press; 8.—Revolving Shirt Rack; 9.—#33-7 SUPER-ZARMO Collar & Cuff Press; 10.—#111-A SUPER-ZARMOETTE Yoke Press; 11.—#40-C SUPER-ZARMO Front & Body Press; 12.—Collar Form; 13.—Shirt Folder; 14.—Sorting Bins; 15.—Wrapping Table.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

(Continued from page 901)

thereby making it more effective. Customer control is priceless for personalized direct mail.

Aside from the sales standpoint, customer control has other important features, such as locating garments, and evaluating customers in handling complaints. It has been a tremendous help to us in building our business. We have always known when we lost a customer, and could find out why; in this way, we could find our faults and rectify them. We even go so far as to send out survey cards to gain this information.

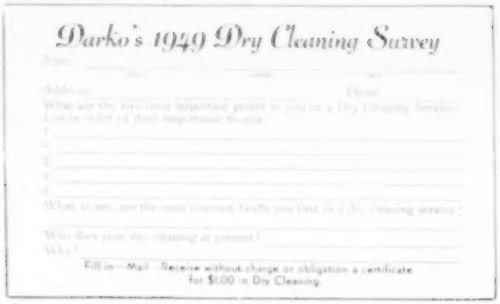
In the early years of our business we used a four-year system. It is a very efficient, inexpensive system, printed on a 5 x 5 card. This one 5 x 5 card will keep a customer's account over a period of four years. It shows when the customer started sending work to you and how much was sent each week. This system had sufficient merits to be written up in THE NATIONAL CLEANER & DYER at the time we were using it.

Today we are using a combination of two systems. One is the selective type McBee system, which is filed geographically and is marked by routes, day of week to be serviced, as well as services.

The other is the detailed information card (illustrated) from which the McBee card is posted, and which also is filed geographically in another file. This file card is the last carbon copy of our block-out Standard Register Form, which is written by the route salesman at the time of pickup. It is a complete reference of the order, readily accessible at all times. It is impossible for me to point out all the detailed advantages to you of these systems in a general sales lecture.

B. Advertising. Another aid which we feel is important to a sales organization is advertising. In our plant, aside from miscellaneous advertising, this falls into three main groupings—newspaper, radio and direct mail.

Tom Darko, in charge of customer as well as wool finishing, shows store of invoices. Groups of invoice numbers are assigned to each route, different colored tags to each day, requiring daily change of invoices



Darko's 1949 Dry Cleaning Survey

Name _____

Address _____ Phone _____

What are the five most important points to you in a Dry Cleaning Service? List in order of their importance to you.

1. _____
2. _____
3. _____
4. _____
5. _____

What, if any, are the most common faults you find in a dry cleaning service?

_____

Who does your dry cleaning at present?

Why? _____

Fill in—Mail—Receive without charge or obligation a certificate for $1.00 in Dry Cleaning.

One of direct mail pieces is drycleaning survey offering dollar's worth of drycleaning for answering a few questions about drycleaning service

a. Newspaper. Our newspaper advertising is the daily, read-at-a-glance institutional type. A feature that encourages daily reading of the ads is the inclusion each day of a person's name chosen at random from the city directory. If the person brings an order in that day there is no charge. Naturally, all the lucky one's friends call her to make sure she is aware of her luck.

b. Radio. We have two Sunday programs, both of the uninterrupted musical type; one popular, the other classical. Both programs have a similar listener-encouraging feature using three names from the city directory. We continually get compliments from these programs. They seem to reach two distinctly different groups.

c. Direct Mail. Direct mail is most effective if it has a specific purpose. Our direct mail is our long suit; with the detailed information that we have at our fingertips, we can really direct our direct mail in the proper direction. We can revive accounts, sell services not being used by an account, etc. We can really suit the mail to the situation of the group to which it is mailed. We also sell seasonal items through this medium, as well as specials.

Besides using direct mail on our customer control list, we also use it on removals. Route-salesman follow-up is carried out on all direct mail as far as possible.

We feel that proper direct mail advertising is the next best thing to personal contact. The upper corners of our stationery are clipped to give a letter the shape of a garment bag for a distinctive appearance. We offer either regular or hand-cleaning service, recommending our driver on that route for friendly, prompt, dependable service. We also enclose a certificate worth a dollar in cleaning, which bears the prospect's name in two places.

We know our removal direct mail and solicitation setup is a good one, because whenever one of our competitors moves, he tells us how well he or his wife was impressed with the letters received at their new home. In fact, in some instances, the wives have been sold to the point that they are ready to change cleaners.

C. Gifts. Small gifts to housewives are a great aid to route salesmen. We feel that we have had very good results with small gifts or novelties. You can't get away from the fact that we all like to get and all appreciate something for nothing.

I would like to mention some of these items that we have used or are using at the present time. Cellophane-wrapped packages of printed napkins, printed pencils, photo-developing racehorse games, cigars with printed cellophane wrappers, printed score pads,

perk up sales with **Perklor!**

Use Dow's New Solvent in the Goldenrod and Blue Drum

Dow's new stabilized perchloroethylene solvent—Perklor—will greatly assist you in offering better service to your customers.

When using Perklor, you'll improve your high standards of quality, too. Stabilized Perklor helps restore a feeling of "newness" to garments, fabrics actually feel *softer*. Whites are whiter and light colors are kept sparkling bright.

Once you've tried the new stabilized Perklor, you'll agree it brings these "musts" to quality cleaning and in addition, there's the plus factor of low-cost finishing.

Order Perklor in the new goldenrod and blue drum today and watch your profits and your sales perk up!

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

use **DOW**
Synthetic Solvents

PERKLOR
DOWCLENE
CARBON TETRACHLORIDE

DOW

CHEMICALS

INDISPENSABLE TO INDUSTRY AND AGRICULTURE

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Each of four Darko brothers has several well defined responsibilities. Here Charles Darko inspects in silk department. It was his idea to paint stripes around each work station to establish responsibility for housekeeping. Also, during war arguments among employees were settled by determining which of workers was not at proper work station

printed combs with cellophane envelopes imprinted "You can comb the country but can't find dryecleaning to compare with Darko's," printed yardsticks reading "No dryecleaning service measures up to Darko's," printed rubber balloons, printed scratch pads, blotters, calendars, printed ashtrays, lollypops with printed cellophane wrappers, advertising kites, free morning papers and others.

We feel that each of these items has tremendous pulling power when properly used. I feel sure that every one of you can remember to this day small advertising novelties which you received as children. After all, the children of today are the adults of tomorrow. Even during the short span of years that we have been in the dryecleaning business, we have seen babies in arms in our community grow to be the housewives with whom we are doing business today. Our customers are constantly wondering what we are giving away next. So, sometimes, are we.

D. Packaging. Another feature that we feel is a great aid to our route salesmen is packaging. Often an attractive package sells an item over the counter. In dryecleaning, packaging indicates quality workmanship on the inside.

A letter that was sent to us by a nationally known showman will verify the effect impressive packaging has on the buying public. The letter is as follows:

Mr. L. Darko
Indianapolis, Indiana

Dear Lou,

Your method of wrapping and packaging is so beautiful and unique that we always think we are receiving something as a present. Needless to say, you have my highest recommendation, including all the members of my company.

Very truly yours,
(Signed) Xavier Cugat

4. Training

A. Selling Route Salesmen on Plant. Another point that must not be overlooked is selling the route salesmen on the plant. A tour through the plant explaining to the men the flow of work, the function of each piece of equipment as well as the skills of the workers in each department, gives you an excellent opportunity to point out many selling points that will not only convince the men that they are working for an outstanding dryecleaner in the community, but will also furnish them with valuable information in reselling the organization to prospects they come in contact with, as well as customers. It will give them confidence in their sales efforts, as well as in handling future possible complaints.

B. Opportunities in Route Selling. Your men must also be sold on their jobs as route salesmen. After all, we know that few occupations offer as great an opportunity for immediate cash and future advancement as that of route salesmanship. The route salesman has an established daily business, plus additional income in proportion to the effort he puts forth. He works in fresh air outdoors, his work is always interesting, never dull or monotonous.

C. Plant Policies. The route salesman should have all plant policies and the reasons for them explained to him in detail, not only the policies governing him as an individual employee, but also the policies of the plant in customer relations, such as credit and handling complaints.

D. On-the-Route Training. Training on the route in our plant is done by either the supervisor or the assistant supervisor; he rides with the new route salesman for a period of weeks or as long as conditions will permit. Every detail of servicing each customer is explained to the new man. We have found that the longer the route training period, the better equipped the man is to really make a success.

E. Meetings. Meetings in sales work are a must and especially so in route sales work. They not only bolster the morale of the men but they also afford an opportunity for exchange of experience and ideas that could not be gained in any other way. A great deal is learned by all the men, but especially the newer ones, by these discussions. At Darko's we have a daily breakfast meeting, with coffee and rolls and doughnuts served free to the men. Our experience has been that not only a great deal of sales information can be gotten across to the men over a short period of time, but also any problems the men have can be brought to light while they are fresh in their minds.

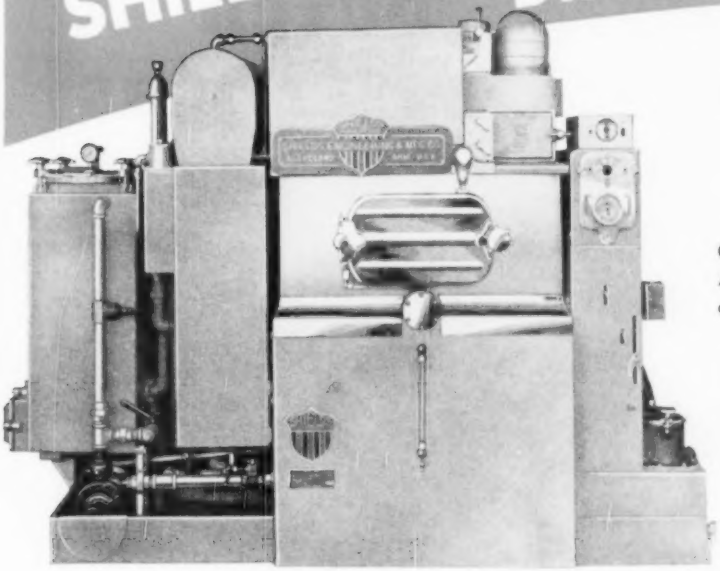
F. Route Sales Literature. The question asked me is what can you possibly talk about at a daily route sales meeting. After 20 years of intensive thinking along the lines of route selling and training, the material for such meetings becomes almost inexhaustible. Sales textbooks and most other material available for teaching route drivers to become efficient route salesmen are not comprehensible to the average man. They must be studied and digested, so to speak, then boiled down to the bare facts and made applicable to the specific problems confronting the men on the routes every day.

You have no doubt heard many lectures previously on selling. How many of you have actually profited by them by putting the theory to practice?

Each of you ask yourself: What are you doing about selecting your route salesmen? Do you have organization in your route sales department? What are you doing in the way of aiding your route salesmen to really do an efficient selling job for you? What are you doing toward training these men to be the kind of route salesmen we all want?

WHAT ARE YOU GOING TO DO ABOUT IT? # #

Fully Automatic SHIELDS R-51 CHAMPION DRY CLEANER



GREATER EFFICIENCY-CAPACITY- and PROFITS

Garments Go in Dry — Are Taken Out Dry, with only one Handling.

TESTED, PROVEN AND ACCEPTED BY LEADING DRY CLEANERS.

A Comparison of *All Synthetic Units* is in Favor of the *SHIELDS UNIT*.

CHECK THESE ADVANTAGEOUS FEATURES

50 POUNDS PER LOAD CAPACITY.

SOLVENT (PERCHLORETHYLENE) COSTS 1¢ OR LESS PER POUND.

CONTINUOUS 1800 GALLONS PER HOUR FILTRATION.

40 GALLONS PER HOUR DISTILLATION—Solvent containing soap and moisture is distilled while machine is in operation.

BUILT-IN SOAP AND MOISTURE INJECTOR—eliminates most of steam cleaning and spotting.

STYLED FOR STORE FRONT INSTALLATION.

EXTRA RESERVE TANK—supplies distilled solvent for rinsing and for balancing solvent in system.

SHOWER AND COMPLETE PLUNGE—mechanical action of washing.

ACCESSIBILITY TO ALL PARTS OF MACHINE—and to cooling and heating coils without dismantling units.

FILTER BAG CHANGES EXTENDED—six to eight weeks.

CYLINDER, TUB AND CONDENSER MADE OF MONEL—other non-corrosive metals used generously throughout Shields Unit.

A PRIZE PACKAGE DELIVERED COMPLETELY ASSEMBLED—will enter through 55" door opening. Unit occupies only 22 sq. ft. floor space (54" x 88").

DESIGNED AND CONSTRUCTED FOR DURABILITY, flexibility and simplicity of operation.

RECOVERY UNIT—recovers all solvent left in garments.

2½" TUB DRAIN VALVE OF SPECIAL DESIGN—speeds operation.

REMEMBER, THIS FULLY AUTOMATIC UNIT WASHES, DRAINS, FILTERS CONTINUOUSLY, EXTRACTS, RECOVERS AND DRIES IN ONE CONTINUOUS OPERATION. WRITE FOR DETAILS!

SHIELDS PERCHLOR UNIT

Shields

ESTABLISHED 1915

ENGINEERING AND MANUFACTURING CO.

273 EAST 156th ST. • CLEVELAND 10, OHIO

When writing to advertisers, please mention The NATIONAL CLEANER & DYER

OMAHA'S DUTCH CLEANERS

New Formula, New Equipment, New Layout Pep Up Old Plant

by WILLIAM R. PALMER

THE most spectacular improvement in drycleaning operations at the Dutch Cleaners in Omaha, Nebraska, can't be shown in pictures. Owner Richard Townsend claims to have been able to dispense with two finishers and one combination rough spotter and wetcleaner since he started using paste soap in two soap runs. He uses the regular amount of soap recommended by the manufacturer on his first run, then follows with a second soap run using half the amount of paste soap carried on the first run.

Dick admits he's cleaning out a lot of filters and

Above: New neon sign with Dutch boy's arm waving to trafickers. Dick Townsend (right), helping cartoonist Lou Bellew hold down fractious parking sign, states that neon sign has helped draw sizable laundry volume, as many regular customers realized for first time laundry service was available

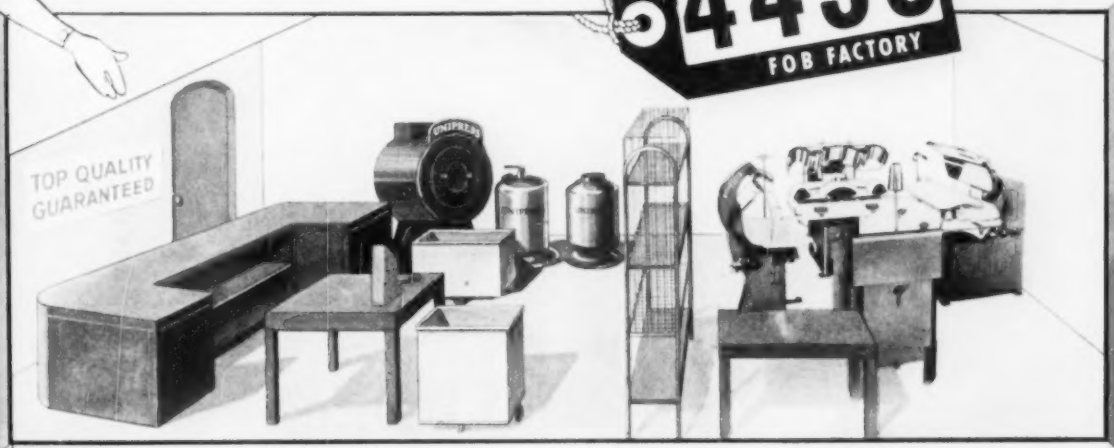
Right: The installation of new single-operator silk units provided the flexibility needed as the working force was reduced

Gliding Gladys Says..... *Increase your Volume! Increase your Profits!*

Buy a UNIPRESS

ECONOMY "PACKAGE UNIT" SHIRT LAUNDRY

ONLY $4495 FOB FACTORY



LOOK WHAT YOU GET FOR ONLY . . . $4709

Compact floor saving UNIPRESS Economy Shirt Laundry fits into 10 ft. x 17 ft. space with room to spare.

- 1—SS-2 Sleeve Press
- 1—SCCY-8 Collar Cuff and Yoke Press
- 1—39-S Bosom and Body Press
- 1—Buttoner Post
- 1—Shirt Rack
- 1—Folding Table
- 1—Spray Gun with Condenser
- 1—Damp Box
- 1—Marking Machine
- 1—UNIPRESS 25 lb. Washer
- 1—UNIPRESS 17-inch Extractor
- 2—UNIPRESS Galvanized Tubs with Drain
- 1—UNIPRESS 15 gal. Starch Cooker
- 1—UNIPRESS 2-qt. Porcelain Dipper
- 1—UNIPRESS 12-qt. Starch Pail
- 1—UNIPRESS 15 Bin Sorting Truck
- 1—UNIPRESS Marking-in Table
- 1—UNIPRESS Shirt-Storage Truck
- 1—UNIPRESS Finished Work Shelf Truck

ONLY 3 GIRLS TO RECEIVE, MARK, WASH, FINISH, SORT AND WRAP

2400 *REGULAR* and *SPORT* Shirts per week

HERE IS THE BUY OF THE YEAR! Now you can install the volume-building money-making UNIPRESS 3 Girl Economy Shirt Laundry with less money. You make big savings because the famous UNIPRESS 2 Girl 3 Press Shirt Unit is the heart of the laundry. With only 3 heavy duty long life presses, you completely machine iron 30 or more high quality finish shirts per hour per operator. You save the price of a separate yoke press. You save floor space and steps.

PAYS FOR ITSELF QUICKLY! Big profits from the UNIPRESS Economy Shirt Laundry pay back the original investment quickly . . . plus large dividends. You make money on laundered shirts and the additional dry cleaning business that shirt customers bring in.

IRONS ALL REGULAR AND SPORT SHIRTS! The UNIPRESS Economy Shirt Laundry takes care of all shirts.

INVESTIGATE THE UNIPRESS ECONOMY SHIRT LAUNDRY TODAY!

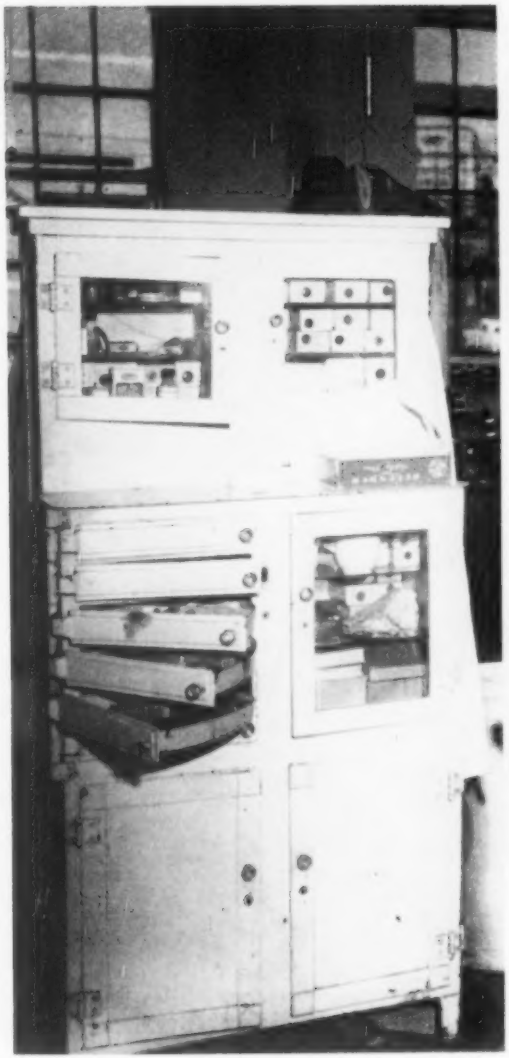
- 2 GIRL SHIRT UNITS
- 3 & 4 GIRL SHIRT UNITS
- WEARING APPAREL UNITS
- ROTO-MATIC UNITS
- OVERALL UNITS
- LINEN SUPPLY UNITS

Manufacturers of Laundry Power Presses and Equipment

The **UNIPRESS** *Company*

2800 LYNDALE AVENUE SOUTH
MINNEAPOLIS

Distributors in All Principal Cities in the United States, Canada and Foreign Countries



Above: Top end of Dutch Cleaners link-belt conveyor. Sport shirt was coming up from first floor. Left: Familiar sight in unfamiliar location—old dentist's cabinet used to hold repairing department supplies.

doing more distilling, but he's getting wonderful cleaning. He has a cut of more than 10 percent in productive payroll, including the extra labor in the cleaning room, to show for it. With some judicious use of a new slop (excuse the word) spotting unit, he employs no moisture in the wheel, yet has practically eliminated wetcleaning.

Some neighboring drycleaners have been sufficiently impressed with the results of Dutch Cleaners' use of the paste soap in two doses to try it for themselves. There now appear to be a dozen or so in eastern Nebraska and western Iowa that are quite satisfied with the procedure.

One item that attracted much interest among visiting cleaners during the Iowa-Nebraska convention was Dutch Cleaners' conveyor from the inspector's station to the plant store racks down below. Its only purpose was to carry finished work to the lower floor.

The endless link belt from a big farm cultivator was used, which already had short arms projecting from the sides of the belt. Sprockets, drive and belting are completely housed so that only the arms are projecting. There are controls at both upper and lower ends that will move the conveyor in either direction, so that store girls can return garments to the finishing and inspection floor if necessary.

The garments are removed from the conveyor at either top or bottom in the same manner. As the arm bearing the garment and hanger moves across the top or bottom of the conveyor, a triangular metal plate gradually slides the hanger out off the arm.

The slickrack receiving the garment has a short end swiveled from the pipe and fitting through the slot under the triangular piece that clears the belt arms. A weak spring holds the hidden end of this pipe toward the small end of the triangular piece, until the approaching hanger pushes against the pipe and moves it over. Thus, as the hanger drops off the belt arm the slickrack end is right there to receive it.

The visiting cleaners had a lot of fun playing with this one! ▪ ▪

GET BOTH KINDS OF DIRT WITH

CAL-SOAP

For the BEST drycleaning!

1 Just plain dirt

2 Water spots and stains

A sure thing for cleaner loads, less spotting, faster, smoother production!

Nothing removes soil like soap—and Cal-Soap is a *true* soap—not a synthetic detergent. That's why Cal-Soap gets more soil out of your loads than any soap you can buy.

Cal-Soap removes more soil, more completely, and is taken out on filter circulation. Cal-Soap contains no solvents to lower flash point of solvent or create fire hazards.

Use Cal-Soap for the brightest silks and the cleanest loads you've ever seen!

55 gal. drums
$1.75 per gal.

30 gal. drums
$1.90 per gal.

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$2.05 per gal

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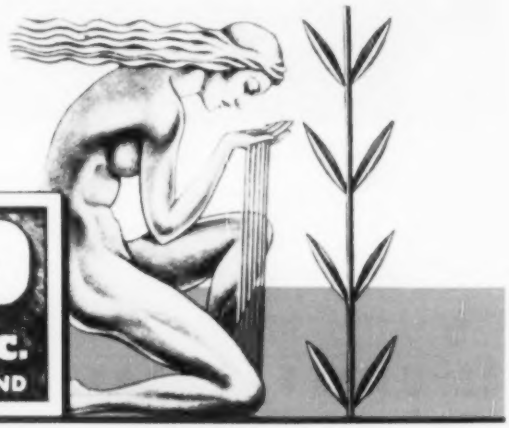
$2.20 per gal.



CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

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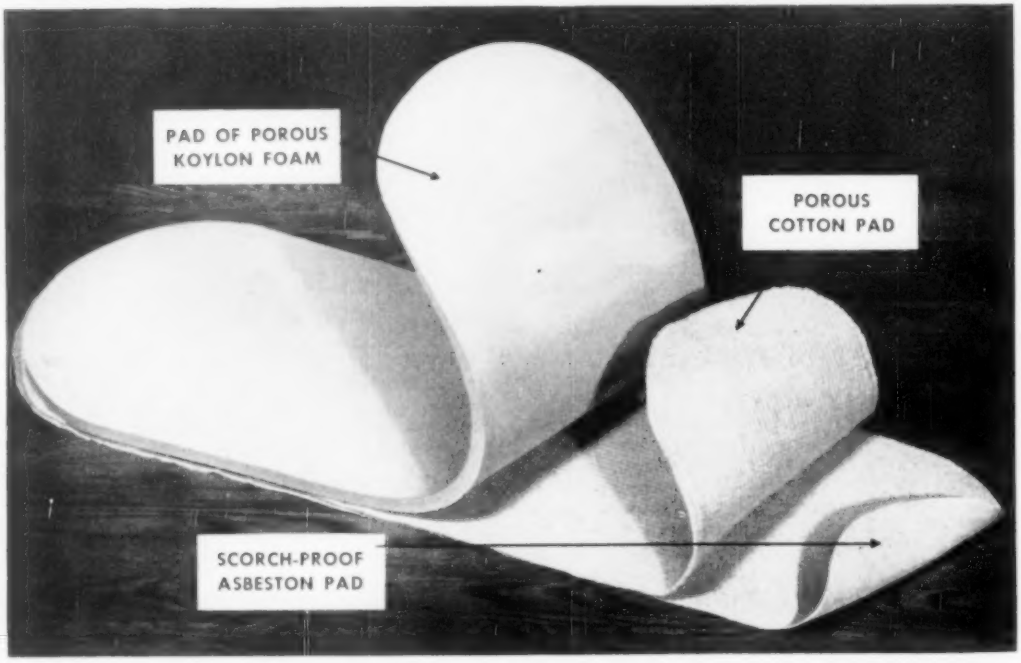
"HAND-PRESSING" RESULTS

WITH NEW

U.S. Koylon® FOAM *Pressing Pad*

INSULATED WITH FLAME-PROOF ASBESTON* FABRIC



Range of sizes • Easy installation
Molds to shape, pad trims evenly over edge

MORE EFFICIENT • MORE ECONOMICAL

- NO breaking or crushing of buttons, zippers
- Less shine on fabrics

- Quick steam and vacuum. Reduces training time.
- No Lint

- Cuts maintenance and replacement costs.
- Increases safety

You get far better work—faster, easier, too—with real safety of operation. For this pad smooths and presses, yet fluffs up fibers—prevents suit shine. Buttons and zippers sink into the foam, so they won't break. The layer of Asbeston, woven with rock asbestos is fire-resistant. Discover the revolutionary advantages and economy of this pressing pad. Available only through your jobber. *8

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Koylon Foam Division, Mishawaka, Indiana • *Serving Through Science*

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STOP "SPOTTER'S HANGOVER"

with this odorless oil, paint and grease remover

Headaches or nausea caused by strong smelling spotting compounds are no fun ...You can do your spotter a real favor by changing to use Erusto Oil, Paint & Grease Remover, a spotting compound that is odorless. That feature alone makes this product worth looking into BUT ...

Just look at all these advantages you get with ERUSTO Oil, Paint & Grease Remover!

1. Holds loosened stains in suspension —prevents redeposition
2. Will not break down cleaning soaps
3. Entirely soluble in all petroleum or synthetic solvents
4. Contains no excess fatty acids, free alkali or chloroform
5. Completely removable in the filter when sweetener powder is used
6. Safe to all present-day fabrics

Here are three more advantages of ERUSTO OIL, PAINT & GREASE REMOVER

1. Speeds Up Spotting — lets you work more spots on the wet side. Few, if any, spotting compounds are as soluble in water as Erusto Oil, Paint & Grease Remover. If not rinsed immediately in dry solvent, most spotters tend to ring or spot the fabric. Erusto is soluble with water in any proportion — rinses out freely on the wet side, leaving no ring or stain to necessitate re-cleaning.

2. Really Takes Out Spots — quickly removes stains caused by oil, paint, grease, waxes, glue, marking inks, varnish, lacquer, nail polish, lipstick and many others — holds the particles in suspension to prevent redeposition.

3. Backed by years of experience. It's a product of Pennsalt, makers of Ernstwanta, a favorite rust remover for over 35 years.

Erusto Oil, Paint & Grease Remover is safe to fabrics, including present-day synthetics. Contains no excess fatty acids, no agents which react to break down dry cleaning soaps, no free alkali. It is completely removable in the filter when activated powder is used, may be used just as readily on the dry side as the wet.

Complete information on the characteristics and use of Erusto Oil, Paint & Grease Remover is yours for the asking. Just fill in and mail the coupon below.

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Quaker Blue
Quaker Improved Chlorinated Lime
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Erusto Filter Soap
Erusto Synthetic Solvent Soap
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Mail this coupon for valuable free booklet!

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Dear Sirs:
Please send me a free copy of Service Bulletin No. 18, "How to Use Spotters Efficiently."

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DRY CLEANING HELPS

Steam spotting makes all spotters more active on colors. Therefore only dilute solutions of spotters should be used —and more precautions taken—when spotters are to be used with a steam gun.

ASSOCIATION NOTES

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Osgood Wells Resigns from NIRC: The resignation of Osgood Wells from his position as executive secretary of the National Institute of Rug Cleaners has been announced by Henry C. Hartenbach, Jr., chairman of the board of directors. Mr. Wells' resignation was due to his inability to retain his position without injury to his health.

In announcing the resignation, Mr. Hartenbach paid tribute to the services of Mr. Wells to the NIRC, which he served capably, strenuously and loyally, winning the regard of all members.

Mr. Wells agreed to continue in his post until a suitable successor could be appointed.

* *

Committees Plan Allied Trades Convention: The appointment of committees for the 1950 annual conventions of the Laundry and Cleaners Allied Trades Association and the Laundry and Dry Cleaners Machinery Manufacturers Association has been announced by LCATA President Harlow H. Gaines. The joint convention, to be held May 17 to 19 at Hotel Moraine-on-the-Lake, Highland Park, Ill., will be arranged by the following committees:

Program: Marvin Green, chairman; G. W. Boyd, William Ellis, Al King, S. E. Moore.

General Entertainment: J. L. Mayberry, chairman; Jack Cortwright, A. H. Henning, Wilbur H. Johnson, Tal Jonz, Jack Ryan, Ed Wilson.

Ladies Entertainment: Mr. and Mrs. Noel Grady, chairmen; Mr. and Mrs. Ray Conley, Mr. and Mrs. Ralph Humbaugh.

Transportation and Publicity: Snutty Abrams, chairman; R. G. Allison, Fred H. Behrens, Edward J. Brucks, S. H. Evans, Si Krivit, Bradford McFadden, Arthur Neshitt, Bill Quinn, Andrew Roth, William Stouffer, Wayne Wilson, E. B. Wintersteen.

Resolutions: C. C. Bassett, chairman; Charles T. Beringer, C. W. Johnson, George Kunzelman, Walter Wahlen.

Golf: Joseph Huebsch, chairman; Willard Blaisdell, L. T. Howells, Carl S. Hulen, E. E. Jewett, B. V. Johnson, F. E. McCleary, J. R. Young.

Reception: J. M. Garvey, chairman; E. H. Earnshaw, Jr., Harlow H. Gaines, E. W. Mayer, Rudolph Ramelli, W. D. VanArnam.

* *

New Association Officers: New directors have been named by the nominating committee of the **Canadian Research Institute of Launderers and Cleaners** to fill expiring four-year terms. They are: Joseph Gibson, Gibson Cleaners, Toronto, Ont.; William Forsyth, Cousin's Cleaners Ltd., Halifax, N. S.; A. B. Christopher (reelected), Nelson's Laundry Ltd., Vancouver, B. C.; and Dr. Carl Von Harten, Granville Bros. Ltd., Vancouver, B. C.

The **Laundry and Cleaners Allied Trades Association** has announced the appointment of Charles T. Beringer, president of John P. Lynch Company, San Francisco, to the board of directors to fill the unexpired term of A. B. Tanner, who recently resigned. Mr. Beringer also replaces Mr. Tanner as a member of the Distributors Committee.

At a recent board meeting, nine new members of the board of directors of the **Indiana Association of Dyers and Cleaners** were chosen. They are: Robert Chapman, Hammond; Paul E. Lerch, Ft. Wayne; Thomas Maiben, Logansport; Fred L. Cravens, Linton; Lee V. Leonard, Bloomington; J. K. Mundy, Huntingburg; Morris A. Ray, New Albany; Marvin Teague, Evansville, and Claude F. Wyant, Greensburg.

The **South Eastern Indiana Dry Cleaners Association** recently chose the following new officers: Earl Bell, Bedford, president; Morris A. Ray, New Albany, vice president; Walter Sasse, Columbus, secretary-treasurer.

Joseph Rempell has been elected president of the **Neighborhood Cleaners Association (Greater New York).** Paul Marcus was chosen executive vice president, Irving Golin and Louis Rose vice presidents, Nathan Cummings secretary, and Irving Saks continues as treasurer. New directors are: Larry Brandes, Adrian Brooks, Max Buckberg, Harry Eagle, Louis Jacobs, Irving Kleinfeld, Hyman Koff, Leo Marlin, Alex Saks and Hyman Solomon.

The **Bloomington-Normal (Illinois) Institute of Dry Cleaners** has elected Bob McGraw president for the current year.

Stan Blehschmidt has been chosen president of the **Scottsbluff County (Nebraska) Dry Cleaners Association.**

The **Retail Dry Cleaners Association of Greater Washington (D. C.)** has chosen the following new officers: H. M. Jernigan, president; Thomas P. Kilroy, vice president; E. R. Bohannon, secretary, and Karl N. Dickey, Mack Futrowsky, Martin T. Mathwig, William I. Peeler and Abraham A. Povich, directors.

The **Alta Club** (Laundry Allied Trades Association) of Connecticut and Western Massachusetts has elected for a third term the following officers: president, Meyer M. Franzman, M. M. Franzman Co., New Haven, Conn.; vice president, Fred J. Carpenter, Huron Milling Co., New York; treasurer, Roger Gerritson, Gross Machinery Co., Waterbury, Conn., and recording secretary, Edward Robnett, H. Kohnstamm & Co., N. Y.

* *

Local Meetings: The February meeting of the **South Eastern Indiana Dry Cleaners Association,** held at Shelbyville, featured a prespotting demonstration in the plant of Plymate Cleaners and a talk by the demonstrator, Al Graham of R. R. Street and Company. A discussion of basic selling was presented by Harry Hanson of Kennedy Car Liner and Bag Co.

Speeding up of services to hotels and apartments was the topic of discussion at the recent semi-annual meeting of the **Cleaners and Launderers Association of Miami Beach (Florida).** Henry Cove is president of the group.

A recent meeting of the **Amarillo (Texas) Dry**

10 REASONS Why New, Long-Life BUTLER PRESSES Give You

Faster, Better Operation—at Lower Cost . . .

Butler Presses are available in two sizes. This is the new Butler 42" Utility Press. You will like its quality of pressing.

And here's the Butler Mushroom Press one of three styles designed to help you get faster, more efficient production.

Planning to Build, Remodel, or Expand Your Plant? Ask Butler's plant layout specialists to help you plan for greater efficiency, faster production, lower costs.

Save Time . . . Save Labor . . .
Do a Better Job with Butler Presses
Tear Off and Mail This Coupon TODAY

New, Improved BUTLER Presses Are...

1. **SPEEDIER** . . . head opens 28% quicker.
2. **EASIER TO OPERATE** . . perfectly balanced . . . 3½ times more roller bearings.
3. **ECONOMICAL TO OWN AND USE** . . . low initial cost, low upkeep . . . fewer moving parts to wear out.
4. **FRIENDLY TO GARMENTS** . . . firm but gentle pressure; no pounding. Extra quick head and buck steam. Strong vacuum for fast drying.
5. **GOOD TO LOOK AT** . . . smartly styled . . . attractive green enamel finish.
6. **EASY TO KEEP CLEAN** . . easily accessible pipes and valves are housed away from dirt and grime.
7. **LONGER LASTING** . . rigid alignment assures longer wear; rust resistant copper piping assures longer life.
8. **TROUBLE-FREE** . . no leaky valves. Packless steam valves used throughout. No troublesome wet bucks . . . only dry steam reaches buck.
9. **EASY TO MAINTAIN** . . . all bearings are permanently sealed in oil at factory.
10. **PROVED IN USE** . . . from coast-to-coast more and more cleaners are using the new, improved Butler press to their complete satisfaction.

BUTLER MANUFACTURING COMPANY
KANSAS CITY 3, MO.

BUTLER MANUFACTURING COMPANY
Dept. NC64
7452 E. 13th St., Kansas City 3, Mo.

Send complete information on Butler Garment Presses

I am also interested in the following:

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Cleaners Association featured a talk on advertising by Bob Mills, public relations man for a local utility company. President Joe Deason read a letter of thanks from the superintendent of the Presbyterian Home for free cleaning done by members of the group.

* *

Joint Management Labor Committee: W. T. Stroose, executive secretary of the Cooperative Cleaners and Dyers Association of San Jose (California), has been chosen new chairman of the joint Labor-Management Committee of Santa Clara County, a drycleaning group comprising representatives of industry and labor. Management is represented by Earl Williams, Frank Shank and Don Hall. The new secretary is John Douglas, business agent for the Laundry Workers, Dyers & Cleaners Union, AFL.

Announced aims of the committee are selection and training of workers for the industry, cooperation in apprentice training, and utilization of all services of government agencies in the training program.

* *

New York Directors Meet: The first meeting of the year of the board of directors of the New York State Cleaners and Dyers Association, Inc., was attended by board members Mack Davis, New York; Edward Petrillose, Watertown; J. L. Franghton, Malone; Samuel C. Markel, Buffalo; Harry Khachadoorian and Nathan Hoffman, Albany; Victor Centodella and Irving Seldin, Utica; Irving Saks, New York; Milton Miller, Port Chester; Frank Pollatsek, executive secretary of Neighborhood Cleaners Association, New York; Stanley Simon, Brooklyn, and Simon Rosenstock, executive secretary. In the absence of the president, Charles Bolnsack, Mr. Rosenstock presided at the meeting.

Mr. Markel reported on proposed legislation to permit cleaners to dispose of unclaimed garments. The question of licensing was discussed and it was decided that it was not to the best interest of the industry to propose or urge any licensing bill. It was also decided to select an insignia which could be posted in the windows of members in good standing. Other plans included publication of a monthly bulletin and one-day clinics in various parts of the state.

* *

Ohio Initiates Compensation Service: The Ohio State Association of Dyers & Cleaners has made available to members who choose to participate an unemployment compensation service. Because of the complexity of the law, this type of professional service is necessary to help the employer avoid payment of questionable and fraudulent claims. The provision of a group service lowers the fee to the point where it can be utilized by small employers, Executive Secretary Victor Keys points out in a recent bulletin.

N.I.C.D. NEWS

Fourth and Fifth Management Classes: On January 28, John F. Gray, director of education, presented diplomas to the following 24 graduates of the fourth management class:

John Boyajian, Brockton, Mass.; Yves Brassard, Poivant Lomtec, Trois Rivieres, Quebec, Can.; Samuel Caterbone, Jr., Lancaster, Pa.; Howard Chernoff, Bronx, N. Y.; Freeman K. Christensen, Chicago, Ill.; Richard A. Curtis, Grand Rapids, Mich.; Paul F. Davis, Pittsburgh, Pa.; Charles M. Demetriades, Philadelphia, Pa.; Ralph Forgnoli, Cranston, R. I.; Russell J. Finch, Tulsa, Okla.; Earl A. A. Garrison, Berwyn, Md.; Edward A. Harootunian, Philadelphia, Pa.; Morris Holtzer, Bronx, N. Y.; William A. Ittner, Indianapolis, Ind.; Edwin G. Lawrence, Rome, N. Y.; Paul Leeser, LaGrange, Ill.; Nicholas G. Manley, Flushing, N. Y.; Raymond W. Martin, Seattle, Wash.; Richard G. Nelson, Fairfield, Iowa; Harvey L. North, Miami Beach, Fla.; Earl B. Scott, Minneapolis, Minn.; Leslie J. Spurth, Mason, Ohio; Claude A. Terrell, McComb, Miss.; Donald F. Wheaton, Chicago, Ill.

Prizes for the best team on master salesmanship and supervisory technique were awarded to Freeman K. Christensen, Howard Chernoff and Richard A. Curtis.

Graduates of fourth management class

Graduates of the fifth management class, who received their diplomas March 3, were: A. John Briscuso, Chevy Chase, Md.; Alfred Dono, Buffalo, N. Y.; Herbert D. Gray, Portland, Ind.; Kenneth J. Green, Scottsbluff, Neb.; Allen F. Hampton, Ogden, Utah; Kenneth Hardman, Tulsa, Okla.; Oscar W. Howard, Sevierville, Tenn.; Mike Korzuk, Franklin, N. J.; Sol T. Meyerson, Trenton, N. J.; Bernard I. Rose, Chappaqua, N. Y.; Alex M. Starko, Edmonton, Alberta, Can.; Odell Virgin, St. Louis, Mo.

A. John Briscuso and Oscar W. Howard received prizes for the best team on master salesmanship and supervisory techniques.

The fifth class presented to future management courses a large Webster dictionary and stand.

* *

Third Rug Cleaning Class: Graduates of the third NICD-NRC rug cleaning class, who received their diplomas February 24, were: Richard Anderson, Ogden, Utah; Charles Beckstrom, Boston, Mass.; Dennis Cavallo, Falmouth, Mass.; Paul Meisenbach, Dallas, Texas.

* *

Two More Silk Finishing Classes: Graduation exercises for the third silk finishing class were held February 10. Graduates were: Richard A. Curtis, Grand Rapids, Mich.; Edna Dickinson, Aberdeen, S. D.; Connie Gonzales, Austin, Texas; Paul Leeser, Park Ridge, Ill.; Richard G. Nelson, Fairfield, Iowa; Elizabeth Pounds, St. Louis, Mo.; F. J. Rogers, Vicksburg, Miss.; Rose Marie Rogers, Olean, N. Y., and Stanley J. Ziobro, Utica, N. Y.

Members of the fourth silk finishing course, graduated March 3, were: Carolyn E. Arliss, Wilmington, Del.; Louise R. Crotts, Kensington, Md.; Bertha G. Me-

ANOLITE

ANHYDROUS EMULSIFIER

Anolite completely refutes the old saying that "oil and water won't mix."

For Anolite emulsifies drycleaning solvent and water so efficiently that the resulting stock disperses perfectly in the washer solvent.

And this is done without the aid of physical force such as steam pressure, compressed air or intimate mixing through by-passing.

No mechanical gadgets are required.

Write for complete information on the emulsification of solvent and water with Anolite.

R. R. STREET & CO. INC., 561 W. MONROE ST., CHICAGO 6, ILLINOIS

Clure, Madison, Wis., Suzie Perez, Dallas, Texas, and Jack Tookmanian, Blue Point, N. Y.

A high percentage of silk finishing students, it was pointed out by John Gray, are owners or superintendents who wish to be qualified to instruct plant personnel on the newer techniques and methods of finishing.

* *

More Short Courses: The special three-day short courses, instructed by members of the NICD staff, are continuing successfully in many parts of the country. Clay Hardin, Jack Truxall, Charles Weaver and Harry Knapp were the instructors at the course given January 13-15 at Oklahoma A & M, sponsored by the Oklahoma Chapter of NICD Alumni Society and the Oklahoma State Association of Cleaners and Dyers. Messrs. Truxall and Knapp and Robert Holden lectured and demonstrated at a short course held February 24-27 in Madisonville, Kentucky, sponsored by the Western Kentucky Cleaners Association.

* *

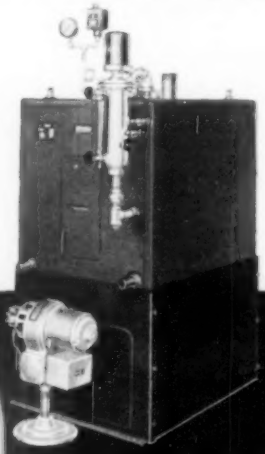
Speakers Busy: In addition to the talks given by NICD representatives at practically every recent state convention, members of the staff have been active in addressing various other groups. Dr. Dorothy Siegert Lyle, director of consumer relations, gave a series of lectures to fabric students at Lowell (Mass.) Textile Institute on February 27 and 28. Hal LeRoy was the featured speaker at a Chamber of Commerce dinner in Annapolis, Md., on February 27. A lively question-and-answer period followed his well-received talk on "The Correct Consumer Appraisal of Apparel Value from the Retailers' and Drycleaners' Point of View." Oscar Howard, field representative, addressed the Dry Cleaners Guild of Cincinnati on January 30.

* *

Low Cost STEAM

for DRY CLEANERS

Fast, Safe, Economical



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- Copper tubes non-explosive even though controls fail.
- Unusually low maintenance expense.
- Bryan Boilers develop and maintain their ratings.
- Fuel savings up to 30%.
- Modern design—can be set anywhere.
- Compact — requires minimum floor space.
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ESPECIALLY DESIGNED For OIL or GAS FUEL

CATALOG ON REQUEST

BRYAN STEAM CORPORATION Peru, Indiana

BRYAN Copper Tube BOILERS

SIGNS OF THE TIMES

(Continued from page 181)

importance in household textiles while chemical damage ranked second in garments, followed by stains. Fabric disintegration was third in importance in damage to household textiles.

* *

Rayon Committee To Publicize Program: The Rayon Fabrics Committee sponsored by the National Retail Dry Goods Association under the procedure of the American Standards Association has approved work completed by its subcommittees in setting minimum quality standards for about 50 different end uses in rayon apparel and home furnishings. The 50 standards have been submitted to the national organizations that make up the membership of the committee for study and final approval.

The Rayon Fabrics Committee has appointed a promotion committee to inform and educate the public on fabric qualities, through newspaper advertising, direct mail, retail-store signs and displays, certification and labeling of fabrics, training of salespeople, and presentations to consumer groups.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

THE QUALITY IS BUILT IN

...that's why you can put your confidence in the name CISSELL

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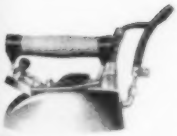
SLEEVE FINISHER

PUFF IRONS
Single, Double or Triple Table

STEAM-FINISHING BOARD


STEAM-ELECTRIC IRONS—
THUMB CONTROL

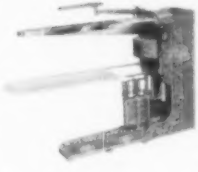
STEAM-ELECTRIC IRONS—
FOOT PEDAL CONTROL

ELECTRIC IRONS

TAILORS IRONS

IRONS WITH
WATER-SPRAY GUNS

VACUUM
SPOTTING BOARD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SPOTTING BOARD

PLAIN
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STEAM SPOTTING UNITS
2 or 3 Valve

PRE-SPOTTING UNIT

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GARMENT DRYERS
Single or Double

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Master or Junior

WATER-SPRAY GUNS
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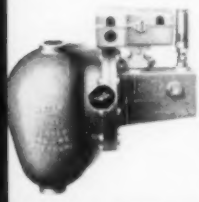
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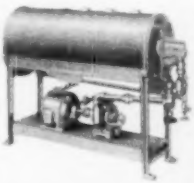
—BOILER FEEDERS

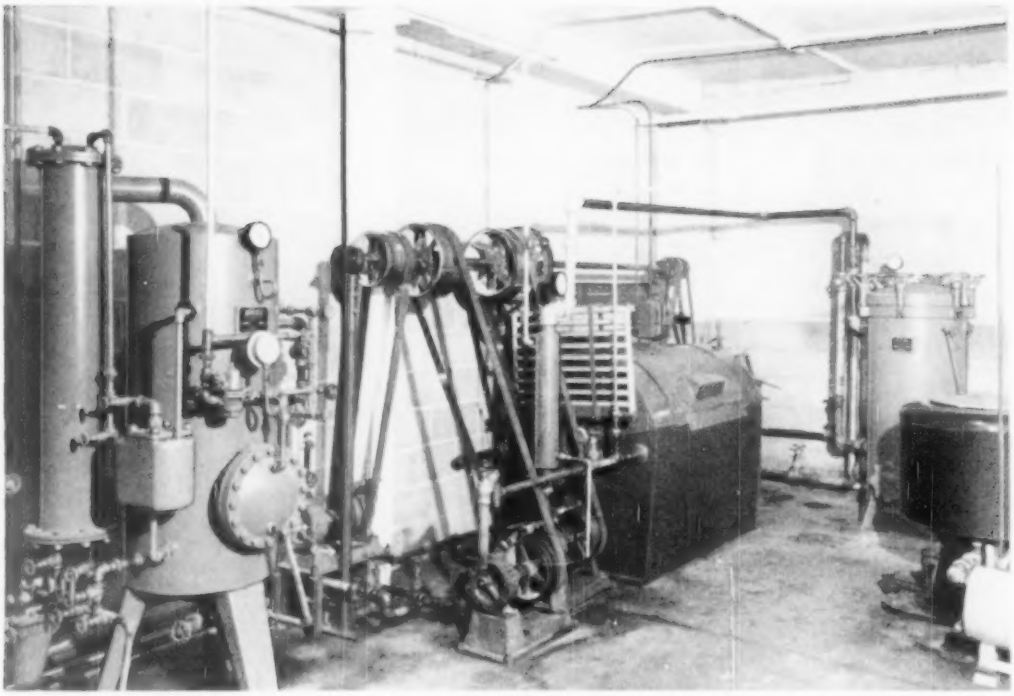

BOILER-RETURN
SYSTEMS

CISSELL

W. M. CISSELL MANUFACTURING CO., INC., 831 S. FIRST ST., LOUISVILLE, KY.

Foreign Distributors: Address Correspondence Attention Export Department **Cable Code "CISSELL"**

Consult Your Jobber



NO GOBLINS IN THIS SOLVENT!

They were all kicked out the day this Bowser Vacuum Still took over. Users of Bowser Vacuum Stills find their "spotting" difficulties greatly minimized. They know from experience that sparkling, distilled solvent is a *must* for really good dry cleaning.

This means satisfied customers and repeat business.

FREE BULLETINS ON BOWSER GOBLIN CHASERS

Write today for your copies of these bulletins. They point the way to quality cleaning and more profits.

BOWSER, INC., 1312 Creighton Avenue, Fort Wayne 2, Indiana

Wherever you are, there's a Bowser Jobber nearby -- Eager to serve you

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with Complete Instructions and Tools for Spotting

Makes Spotting *EASY • SAFE • EFFECTIVE*

A Refresher Course for the Experienced Man
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Here's what you get in the MERSON HANDY SPOTTING CHART:

Instructions on how to use Chart • "The Golden Rule of Spotting" • Rings • When to prespot • Digestive treatment • Touch-up stains Treatment after dry cleaning • List of 20 most common stains, identified for easy recognition • Recommended uses for prepared products and prespotting formulas.

Included with each Spotting Chart is a free "TOOL KIT," containing:

14 Pour-top Bottles — 2 Brushes
Sponge — Measuring glass
Spatula — Funnel
Package cheesecloth

... and you receive ALL THIS free with your order for the MERSON MASTER SPOTTING KIT at the special low price of $29.50 (worth $40!)

MASTER SPOTTING KIT contains 1 gallon each of:

ERADICO (Dry Action)
for Paint, Varnish, Enamel, Tar, Road oil, Grease, Oil and similar stains.

WET-O-DRY (Wet and Dry Action)
for Lipstick (on Spotting Table and on loads in Washer), Rouge, Oil and Grease, Paints and similar stains.

MANISOLV (General Organic Spotter)
for Fats, Foods, Meats, Blood, Albumin, Discharge and similar stains.

GENERAL MPC FORMULA (A Wet Spotter)
for stains requiring Wet Soluble Action.
Lipstick (after Wet-O-Dry), Fruit stains, Tannin stains, Beverages.

NO RINSE
for use with Steam Gun.
Penetrates and dissolves stains.

MIDOFORM
for organic touchup stains. Saves recleaning.

SAFETEE STAINOFF
for Oily Pigmented touchup stains, light Paint, Grease, etc.

1 pint of:
CELO INKOFF
for Ink stains.

1 pound each of:
ORIGINE
for Dye stains, Running Colors.

ALBUTEX
for removing Blood, Albumin, etc.

SO-KLEEN DRY-CLEANING PENETRANT "Just by Just"

DON'T DELAY! Order the MERSON MASTER SPOTTING KIT at the special low introductory price of $29.50 and get the valuable MERSON SPOTTING CHART and SPOTTING TOOLS *FREE*. Order from your jobber or write us.

MERSON PRODUCTS COMPANY
63 Essex Street, Jersey City 2, N. J.

Leading distributors throughout the U. S. A.

A Merson PRODUCT

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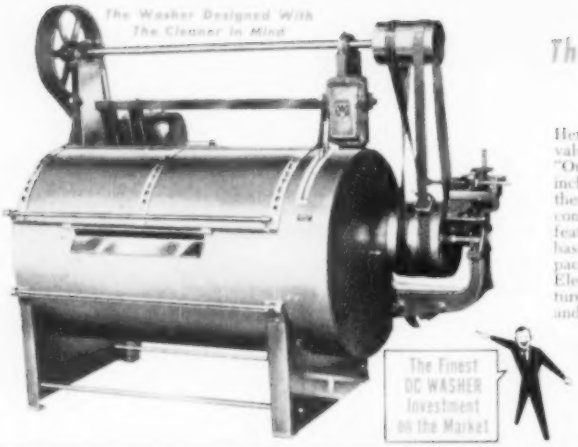


The All Modern WESTERN Model-500

Here is Western's most outstanding washer value. The Western Model 500 features "One Station Control" which eliminates inching the cylinder manually. In addition, the Model 500 offers exceptionally sturdy construction and many long life operating features. For instance, the outboard bearing has a special Neoprene seal that eliminates packing, tightening or other adjustment. Electro-therm welded construction is featured throughout. Explosion-proof motor and all necessary devices are included. Modern all metal cylinder offers smooth working opposed sliding doors. 3 sizes, 3 types of drives are available: 30 x 36, 30 x 48, and 36 x 54 in end header, belted motor drive or direct motor drive.

NOW! Western Offers 24 MODELS
3 Price Ranges in Dry Cleaning Washers

The Most Complete Selection of Dry Cleaning Washers on the Market

The new complete Western Dry Cleaning Washer line is ready. Thoroughly field tested and proved, Western now can offer any plant, anywhere, the size and type machine their operating and budget requirements call for. The newly designed models are completely modern, thoroughly engineered and precision made. Model for model, price for price, compare how much more construction detail, performance, and features Western now offers for the money.

Write today, be sure and get the full details on Western — the only name that offers you a fully complete dry cleaning washer line.

Western Laundry Machinery Co

NORTH KANSAS CITY, MO
ST. LOUIS, MO

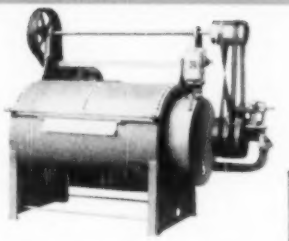
Western Laundry Machinery Co.
430 East 10th Avenue
North Kansas City, Missouri

Sirs: Please send me complete information on the washers I have checked ☐ *Western M-50* ☐ *Western M-130* ☐ *Western M-500*

*Name*_____

*Address*_____

*City*_____ *State*_____



In the Medium Price Range

WESTERN Model-50

Rugged, modern and dependable, the Model-50 offers many features of the Model-500. 2 sizes, 3 types of drives.

In the Low Price Range

WESTERN M-130

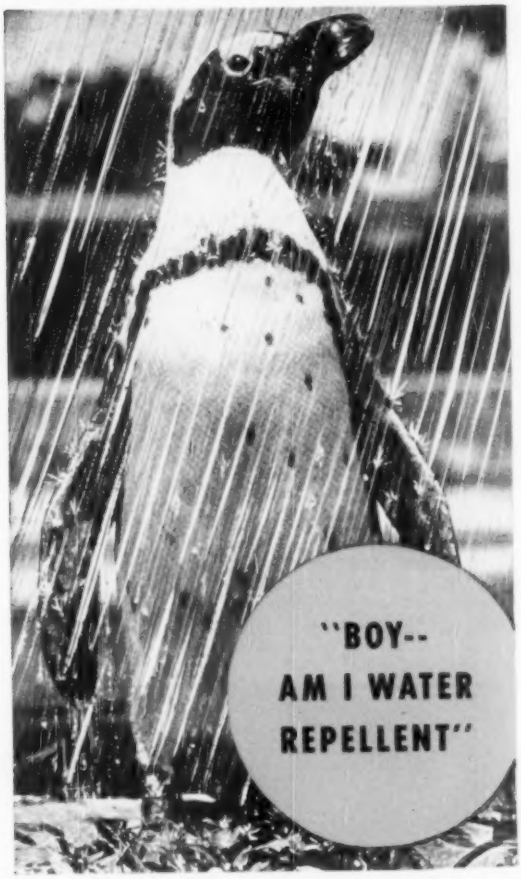
An economical washer to buy—and economical to use. In 2 sizes: 30 x 36, 30 x 54.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

THIS IS NEW!

"Buckeye" LIQUID RE-VI

Formulated strictly in accordance with latest Quartermaster Corps specifications P.Q.D. No. 115-D Nov. 3, 1948.



A Water Repellent and Fabric Retexture For Use in Petroleum or Chlorinated Solvent

AFTER DRY OR WET CLEANING

A NEW OPPORTUNITY for greater customer satisfaction . . . the ANSWER to the perplexing problem of restoring these fabrics to original condition!

"Buckeye" RE-VI restores fabric life and luster . . . revitalizes the body and texture . . . creates moisture repellency . . . avoids discoloration of fabric by perspiration . . . assures more lasting press. Saves finishing time. It's a new, distinctive contribution to the Dry Cleaning Industry through the facilities of the Davies-Young Research laboratories.

For use in any Mechanical Dip Tank.

Advertising literature, button tags, window cards and streamers furnished free of charge to all RE-VI users.

Directions For Use By Immersion Process in Garment Treatment

Before RE-VI treatment, garments must be thoroughly cleaned of all soil and rinsed until absolutely clear of all soap, cleaning aids and soil. All spots should be also removed.

"Buckeye" RE-VI being concentrated, it is to be thoroughly mixed with cleaning solvent before use.

For Reversibles and Cravenettes, use a solution made up of one part "Buckeye" RE-VI and five parts petroleum solvent. For other type work make solution one part RE-VI (Liquid), ten parts solvent. Simply pour into solvent at 85° to 90° F. Immerse garments. No heating necessary.

Immersing of garments can be done in any container large enough to handle the work.

After immersing operation, garments are extracted in the usual manner lightly. Then dry the garments in the dry room or tumbler in regular degree of temperature with plenty of air circulation or on Wind Whip. After drying press by usual method.

TO THE DAVIES-YOUNG SOAP CO.
DAYTON, OHIO

NCB-450

Please send us samples and full directions for use in all types of work.

NAME

ADDRESS

CITY AND STATE

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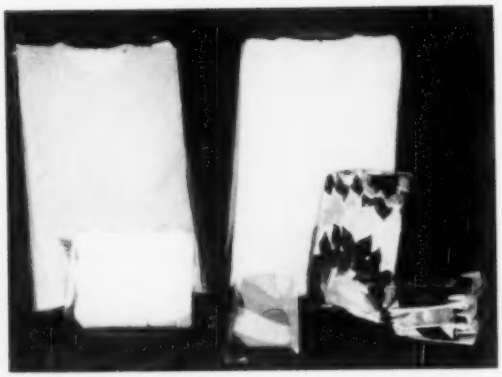


Left: Plastic bags used by Indianapolis firm for packaging Hand Cleaning Service prompted Xavier Cugat to remark getting cleaning back from Darko's was like getting a present. Story goes that kids cut arm and head holes in bags and use them for raincoats. Above: Plastic boxes are used for sweaters, scarves, ties. High cost of packaging is offset by customers' use of boxes for storage in home and for other purposes

PLANT WITHIN A PLANT

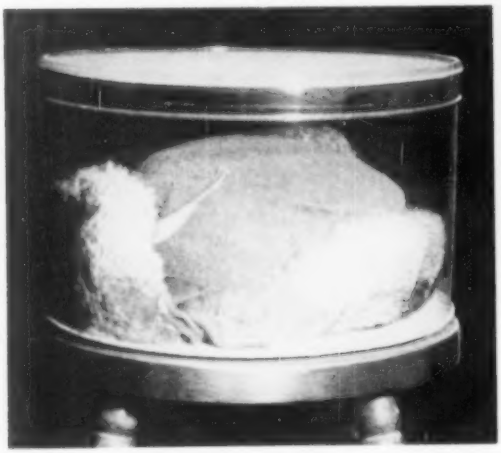
Hand-Cleaning Service a Separate Operation

by WILLIAM R. PALMER

WHILE many two-price plants with a de luxe service are successfully running both kinds of work through the same departments, Darko and Sons of Indianapolis, Indiana, have found it more expedient to divorce entirely their "regular" and "hand-cleaning" services. Incidentally, the term "hand cleaning" was not a deliberate choice. Customers kept asking for special details like finished linings and rolled sleeves and inferred they expected the company to have a "hand-cleaning" service to provide such trills. The Darkos obliged by giving them what they wanted, name and all.

While the isolation of the hand-cleaning department has worked out very well, it might not have been quite so rigid had it not been for the physical setup within the plant. In the drycleaning department is the small drycleaning unit, complete with its own filters and stills, that was the backbone of the Darko plant when it was

Below: Hats are returned in plastic boxes like one here containing fur cap. Owners particularly like to be able to identify contents of hat-boxes, usually on top shelf, without prying open lids. Right: Even the old man's suits are kept in shape with tissue paper in sleeves and chest



SHAMPOO RUGS IN YOUR PLANT

With the same HILD Equipment used to shampoo carpets "on location" you can also clean rugs in your plant. Rug cleaning pays you a profit of $1.12 to $1.50 on the average 9' x 12' rug . . . adds extra value to your investment in HILD Equipment.

SHAMPOO UPHOLSTERY

Don't overlook this up-and-coming profit-maker! Every home is a prospect. You can earn $5 to $10 profit shampooing a divan-per and chair. Get complete information!

THE FIELD IS WIDE OPEN! REQUIRES A DOWN PAYMENT OF ONLY $350!

Did you ever stop to think what happens to all the wall-to-wall carpeting in your community? It just keeps getting dirtier and duller and dingier . . . until some enterprising cleaner comes along and offers to shampoo it on-location. Your customers will welcome this service . . . and so will the owners of stores, theaters, hotels, apartment buildings, lodge halls and churches. They'll willingly pay good rates for this service . . . especially when they see how HILD System Shampooing revives the bright colors, the lustre and soft "feel" in dirtiest carpeting. Here's the big-profit, big-volume business you can get into without adding to your plant, and without making a big cash outlay.

HILD HELPS YOU GET BUSINESS

Right from the start, you can get business from your present customers. And there's plenty more to be had by aggressive advertising. HILD makes it easy for you to advertise at small cost. Striking newspaper ads, radio announcements, postcards, circulars printed with your name and address, and many other Sales and Advertising Aids are available for your use. Read the "success stories" of other HILD System Carpet Cleaners. Mail the coupon *today!*

Today! Mail Coupon for FREE BOOK

HILD FLOOR MACHINE CO.

740 W. Washington Blvd., Chicago 6, Ill.

Please rush your free book of "FACTS." I am also interested in: ☐ Cleaning Rugs in my plant ☐ Shampooing Upholstery.

Name: _____

Address: _____

City _____ State _____ NC4

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Left: Hand cleaning department has special uniforms. Plant inspection is welcomed and separation of departments like hand cleaning's wool section are emphasized. Term "hand cleaning" doesn't sound ridiculous when customer watches number of lays made and touching up insisted on. Silk finishing and spotting for both wools and silks are also done apart from regular service.

Below: Inspector of hand-cleaned work brings Louis Darko a tough spot to work out. Louis, who spends some time each day on the toughies, is NICD graduate. Brothers Sam and Charles are also Institute Alumni.

just burgeoning into a business to be reckoned with. Right alongside, today, are larger washers, filters, tumblers and a bigger still, but now the old small unit is devoted exclusively to the hand cleaning.

Tucked away in a corner of the wool finishing department are several presses, pull irons, a steam ironing board and a steam spotting board. The best and most experienced operatives work regularly in that department, and if there is an overload of work the excess is handled by other senior employees. It is something of a distinction among the employees to work in the hand-cleaning department, where production is secondary to quality.

The marking, inspecting and packaging of hand-cleaned work is the responsibility of one particularly capable employee who has no duties in regular cleaning departments. She, in turn, is checked by Louis Darko who has the hand-cleaning service as his personal responsibility. In a plant that turns out good quality work in its regular service, the reader can understand how the air in the hand-cleaning corner is literally charged with determination to justify its extra leave. ☆ ☆

Below: By treating "Darko's Hand Cleaning Service Co." as a completely separate firm with different street address and telephone number, an extra ad could be inserted in the local classified telephone directory.

A Custom

With Indianapolis Men and Women of Impeccable Taste

"IT'S DARKO'S HAND DRY CLEANING"

GA rfield 3559

Darko's
Hand Cleaning Service Co.

2651 SHELBY

DARKO AND SONS

INDIANA'S MOST MODERN CLEANERS & FURRIERS

CITY-WIDE PICK-UP & DELIVERY

For
Cleaning
Storage
Wearing
Apparel
Draperies

Delivery Schedule

Pick-Up	Delivered
MON.	THURS.
TUES.	FRI.
WED.	SAT.
THURS.	MON.
FRI.	TUES.
SAT.	WED.

Call
GArfield
2401

2659-61
SHELBY ST.

Serving
Marion County

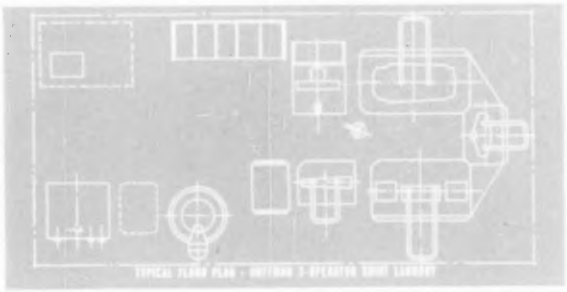
if you've ever been FRIGHTENED by a SHIRT

READ THIS SHIRT TALE WITH A VERY PROFITABLE ENDING!

Absolutely fearless was cleaner Joe. Give him the most delicate job—a $200 evening gown or the governor's draperies—and he'd never bat an eyelash. Proud of his skill in all phases of cleaning chemistry, Joe nevertheless had this strange quirk. Suggest that he take on the simple job of laundering a $2 shirt, and he'd jump with fright. "Too complicated—too many claims", you would hear him moan.

Then, one day, Joe looked his fears full in the face. "What's so hard about washing a shirt?", he asked himself, "and what if you do have a claim now and then, think of the volume!" So—to make a shirt story short—Joe installed a Hoffman Shirt Laundry Unit. With the big increases he now enjoys in both laundry and drycleaning volume, Joe's only regret is that he didn't take the step long ago!

Make Shirt Days Drycleaning Days Too by offering homemakers professionally laundered shirt service. Presto—when she gathers up soiled shirts, she brings along drycleaning work—you double your profit opportunity.



THE HOFFMAN 2-GIRL SHIRT LAUNDRY UNIT is a complete, fast, high-quality production set-up. Needs only a 10 x 20 foot area! Includes every item (accessories and instructions, too) — call or write now for full details.

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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Left: Seen from street, cabinet presents smooth, nicely painted surface that blends with the dry-cleaning machine, which owner M. E. Kutler is shown operating.

Below: Inside door of store Mr. Kutler has bulletin boards for messages to customers. One on right is lit from within, carries chalk message that can be erased.

by WILLIAM R. PALMER

CABINET FOR TEDDY BEAR

VISITING cleaners attending the Little National convention in Omaha recently saw a compact, tidy little plant a block behind the Hotel Fontenelle.

One of the most impressive points about Teddy Bear Cleaners was the cabinet work above the drycleaning unit. Flush with the front of the machine, extending to the ceiling and overhanging the machine at each end, the cabinet served to screen the back of the plant from public gaze.

At the same time there is complete freedom to work on the machine from any side. There is space between the back of the cleaning unit and the spotting board to work either at the board or on the back of the unit. Many plants either jam their units up to a wall where they cannot be worked on, or else have to leave considerable valuable space free for access. In a small plant like Teddy Bear where every inch of space is needed this is one way of acquiring some . . .

Below: Seen from behind counter at side of room. Hamper on frame is at unit door level. Below right: Hinged doors open to parts that need servicing often. Clips hold panel that must be removed only occasionally.

Shower-pruf

the invisible umbrella!

It's marvelous . . . it's Adco magic! It surrounds each tiny fiber of the fabric with an invisible protective film which renews water repellency and makes ordinary garments soil and stain resistant. Never alters color, texture; keeps clothes fresher, cleaner longer; guards against shrinkage. Adco's invisible umbrella . . . **Shower-pruf!**

ADCO, INC., Sedalia, Mo., U. S. A.

McGrath

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FLEXFORM

HELPS BUILD ANOTHER BUSINESS

For years FLEXFORM has been a profit-maker for thousands of progressive cleaning plant operators—because it's the *only* machine in the industry that finishes ladies' garments to *exact* size and shape, making customer satisfaction a certainty.

New, modern plant of Wardrobe Cleaners, Redondo Beach, California

Mr. Wilbur L. Jones, owner-manager of Wardrobe Cleaners, inspecting the operation of one of his M49 FLEXFORMs.

Wardrobe Cleaners, 126 North Catalina, Redondo Beach, California is one of thousands of up-to-the-minute plants using FLEXFORM with profitable success. Mr. W. L. Jones, owner-manager, says: "I have just recently installed my second machine. My business has constantly increased each year and I have had to enlarge my plant twice in the last four years to take care of my increasing business."

Learn how you can start profiting now from FLEXFORM Dress Finishing Service. Write today for your free copy of the new Flexform Manual. There's no obligation.

TRI-PAK Machinery SERVICE INC.

HARLINGEN, TEXAS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NOW! AT NO INCREASE IN COST TO YOU

Makes a good steam trap better

Nearly 650,000 Yarway Impulse Steam Traps have already been installed—proof that they are doing a good job.

Now a *stainless steel* body makes this famous little trap even *better—at no increase in cost.*

Better in *wear*, better in *service*. Users will find Yarways require less maintenance than ever. All parts are wear-resistant, practically wear-proof. There is only one moving part, a small, stainless steel, heat-treated valve. Important, too—Yarway Impulse Traps are *suitable for all pressures up to specified maximum without change of valve or seat.*

Other popular advantages are *small size, light weight, easy installation* and *low cost.* Often it costs *less* to buy a new Yarway trap than to repair an old, ordinary trap.

In performance—ask any user. They all say Yarways are the traps that *get equipment better sooner and keep it hot!*

For better steam trap performance, try *new* stainless steel Yarways.

YARWAY IMPULSE STEAM TRAPS ARE SOLD BY OVER 200 DISTRIBUTORS. THERE IS ONE NEAR YOU.

Write for name and address.

YARNALL-WARING COMPANY
138 Mermaid Avenue, Philadelphia 18, Pa.

YARWAY IMPULSE STEAM TRAP

ONE FLOOR TO TWO

Complete Remodeling Project Successfully Solves the Problem of Adding a Second Story

Before and after views of Essling Cleaners of La Porte, Indiana. Before remodeling (above right) all operations were on street floor. Remodeling (right) took in adjoining store; use of plate glass and sandstone gives modernity without starkness. Note removal of bay window from second story, now used for finishing department. Light is used dramatically both to show interior and on sign

A FREQUENT goal of dry-cleaning plant remodeling is to eliminate two-story operations and get all processing onto one floor. But in order to handle a greatly increased volume, the procedure had to be reversed when Essling's Cleaners of La Porte, Indiana, completely revamped its plant and store, inside and exterior.

The problem of moving gar-

WHAT *is the* RELIABLE *answer to* FUR *Cleaning and Storage?*

1. PLANNED Fur Cleaning?

A "RELIABLE" Fur Cleaning Installation means WOOD-LINED Fur Drums (a size to meet any requirement), Vac-u-Beater Tables and your choice of Glazing equipment. IT COSTS LESS TO BUY THE BEST . . . when it's "RELIABLE"!

2. INDIVIDUALIZED Fur Storage?

We will design and plan *your* FUR and Garment Storage Vault *specifically* to suit your needs—regardless of size—from blueprint to completion. There is no guesswork about it since two generations of leadership are your "RELIABLE" guarantee of satisfaction.

3. "PACKAGE UNIT" Fur Storage?

Here is a compact, *economical* installation—an *all-purpose* vault conditioner to cool, dehumidify, fumigate and ventilate any size storage vault. Remember, that "RELIABLE" was the originator of this modern unit that will help you take advantage of storage profits at once.

The "ANSWER MAN" . . . *Mr. Harold Friedman,*

General Sales Manager, (*pictured above*), will gladly give you the CORRECT answers to your FUR Cleaning and FUR Storage problems, *without obligation.*

Send us the answer,

RELIABLE . . .

- ☐ for FUR Cleaning
- ☐ for Individualized Storage
- ☐ for "Package Unit" Storage

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

☐ *Send a Field Representative*

YOU CAN RELY ON

RELIABLE

Reliable FUR Storage Equipment Co.

DIVISION OF

RELIABLE MACHINE WORKS, Inc.

230-240 EAGLE ST. BROOKLYN 22, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BEFORE

1. Marking in
2. Washer 30 x 30
3. Washer 30 x 48
4. 28" extractor
5. Tumblers
6. Dirty tank
7. Still
8. Clean tank
9. 2500-gallon filter
10. Silk spotting boards
11. Wool spotting boards
12. Drying cabinet
13. Puffers
14. Ironing boards
15. Topper
16. 42" press
17. 48" press
18. Assembly wheel

AFTER

1. Marking in
2. Washer 36 x 54
3. Washer 30 x 48
4. 30" extractor
5. Tumblers
6. Dirty tank
7. Still
8. Clean tank
9. 5000-gallon filter
10. Silk spotting boards
11. Wool spotting boards
12. Spotting tumbler
13. Steam air
14. Spotting tub
15. Drying cabinet
16. Elevator for wool racks
17. Steam sleeve
18. Shoulder steamer
19. 42" press
20. Topper
21. Sewing tables
22. Sewing machines
23. Ironing boards
24. Puffers
25. Hat machine

Above: Layout of Essling plant before remodeling; all operations were on one level

Left: Second floor finishing room after remodeling. See page 96 for conveyor system

Below: First floor layout after remodeling

ments from the second floor, which became the finishing department, to ground floor assembly was solved by a conveyor system based principally on a motorcycle chain, two ¼ h.p. motors and a few lengths of metal stripping. With the help of a welder, owners Quentin and Vincent Essling installed the mechanism at a cost of $250. This might rise to $500, the brothers state, depending on the know-how of the workman who installs it. The operation of the conveyor system is explained in the accompanying photographs.

The entire cost of all remodeling and new installations amounted to $10,000, of which half was spent on the new store and front. The "before and after" exterior photographs show what an excellent job was done by taking in the adjacent store, modernizing the call-office fixtures and window, and facing the facade of the building with a more interesting material.

The floor plans show the extensive changes in layout and workflow which not only enlarged capacity but transformed the old premises into a truly modern and efficient plant. # #

More illustrations on page 96

From left: Father Michael, brothers Vincent and Quentin Essling. Father is officially retired; unofficially active in family plant on same site since 1898. Store is paneled in Philippine mahogany; floor rubber tile

In Spotting there's a new day and It's Cissell all the way!

CISSELL PRE-SPOTTING UNIT
amazing one-gun method

Now, in pre-spotting—*Don't Brush It—Spray It!* . . . CUT wet-cleaning and re-cleaning to a minimum . . . solve, once and for all, the time-wasting spotting bugaboo and eliminate feathering, sizing rings, discoloration. Knock out many stains prior to dry cleaning with ease WITHOUT FEATHERING! Use a single gun for both steam spotting and applying pre-spotting solution. *The Cissell one gun does it!* Operator's hand remains free for holding garment. Here's non-corrosive, fully-guaranteed equipment — the kind you expect from Cissell. Large opening permits easy filling of tank (5 gallons); a few strokes of pump and sufficient operating pressure is indicated on gauge. (The same unit may be operated from a compressed air line.) AND, THE PRICE IS RIGHT, $50 complete. F.O.B. Louisville, Ky.

CISSELL VACUUM SPOTTING BOARD

(For steam and chemical spotting) VACUUM PLUS. *Concentrated Vacuum* keeps wetted area from spreading . . . helps eliminate rings. Removes quickly all perspiration, water-soluble spots, hard-to-get out chemicals. Greatly reduces wet cleaning. White Vitrolite top. Powerful vacuum on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of hot air for quick drying. Here's the finest in spotting equipment. **$275** F.O.B. Louisville, Ky.

CISSELL STEAM SPOTTING BOARD

(For regular steam spotting) Time-tested, proved in every way. With motor, $225. Without motor, $195. F.O.B. Louisville, Ky.

CISSELL PLAIN SPOTTING BOARD

As a supplementary board in your spotting or wash room, here's a sturdy one. $75. F.O.B. Louisville, Ky.

CISSELL SPOTTING UNITS

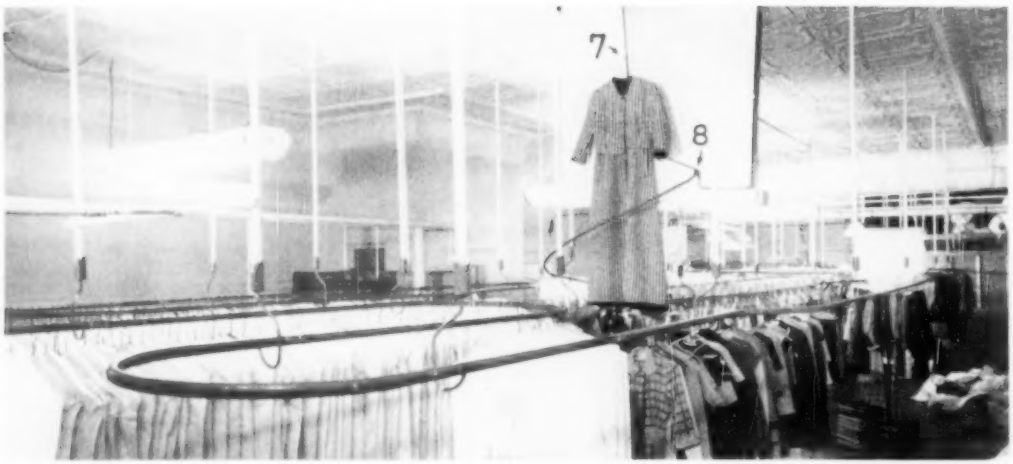
(For use under your spotting boards) Three-valve Spotting Unit, $60. Two-valve Spotting Unit, $50. F.O.B. Louisville, Ky.

CISSELL

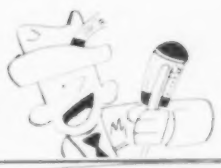
W. M. CISSELL MANUFACTURING CO., INC., 831 S. FIRST ST., LOUISVILLE, KY.
Foreign Distributors: Address Correspondence Attention Export Department — Cable Code "CISSELL"

Consult Your Jobber

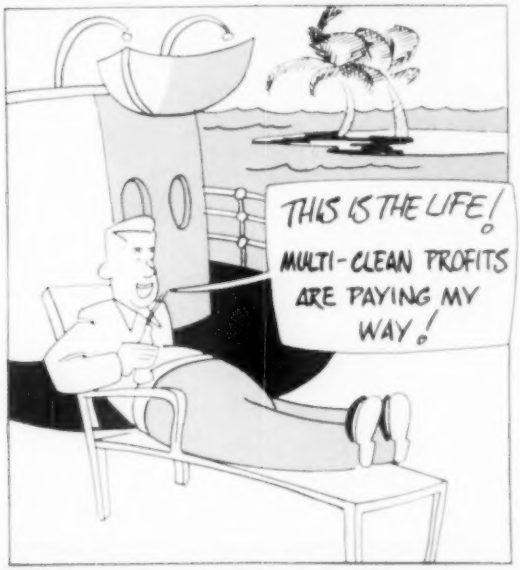
(Continued from page 94) Above: Conveyor system starts at inspection point in second floor finishing room. Conveyor (1) is about 10 feet long, 1 foot wide, with motorcycle chain running inside; powered by ¼ h.p. motor (A). Chain is set into groove in plywood to avoid contact with garments. Garments are placed by hand on conveyor; as chain slowly revolves in parallel motion, hanger hook is caught by one of metal prongs (2), soldered to chain every 14 inches. Prong carries hanger length of conveyor to metal bar (3); at this point short metal rod protrudes 6 inches upward from alongside chain. At end of this rod hanger falls off and onto bar (3), which carries it by gravity to counterclockwise second chain (4), unconnected with first chain; and powered by second ¼ h.p. motor (B). (Both motors contain reduction gears.) End of hanger hook extends over metal bar far enough to be picked up in upward motion by prong in second chain, which lifts it up, carries it over and around to point 6, where it begins descent. Plywood backing is painted aluminum. Below: Garment comes down to assembly and bagging section on first floor. At point 8, prong (7) passes on right of bar, leaves enough space so hook catches on bar leading to clickrack. Gravity spins garment down and around on to clickrack. System is geared to carry 5 garments a minute



RUGBY M'CLEAN



Economic Adviser to the Nation's Dry Cleaners



BEST MONEY-MAKING SPECIAL YOU CAN OFFER IS ADDED SERVICE IN CARPET, UPHOLSTERY CLEANING

clean up with MULTI-CLEAN

- There's a *big* potential market for rug and upholstery cleaning—on location or in your plant. 90% of rugs and carpeting never get professional cleaning!
- The Multi-Clean Method is making *extra* profits for others. Get on the bandwagon.
- Your Multi-Clean investment is less than $1,000.
- A trained Multi-Clean representative shows you the way.
- The Multi-Clean Sales Aid Plan helps you get new business.

Multi-Clean Equipment Is the Finest Available

MULTI-CLEAN (R)
CORPORATION
2217 Ford Parkway, Dept. 12N
St. Paul 1, Minn.

Gentlemen: Send complete information by return mail about the Multi-Clean Method and your Sales Aid Plan.

Name _____

Address _____

City _____ Zone ____ State _____

RIGHT NOW use this coupon

Rug and Floor Machines • Industrial Vacuums • Custom Cleaning Chemicals • Permanent Floor Finishes

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Insurance against

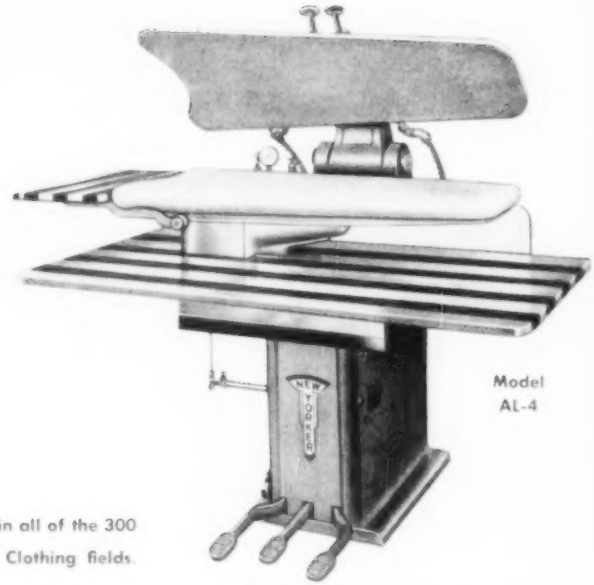
LABOR PAINS!

"NEW-MATIC" AIR OPERATED DRYCLEANER PRESSES

Fatigueless operation of New Yorker Air Operated Presses insures greater production speed and finer quality for the *whole* day instead of the first two hours.

NEW YORKER "NEW-MATIC" Air Operated Presses are insurance against Slow Labor Pains.

Almost like magic, New Yorker Safe Air Operated Presses will convert a slow moving shop to a busy, fast-moving, modern, air-operated plant.



Model AL-4

New Yorker Air Operated Presses are available in all of the 300 models used in the Laundry, Drycleaning and Clothing fields.

LEARN ABOUT NEW YORKER'S SAFE "FLOATING POWER" PRESSES

Mail this coupon today for our Illustrated Catalog, Price List and Nearest Dealer.

N. Y. Pressing Machinery Corp.
880 Broadway, N. Y. 3

AGENTS IN ALL PRINCIPAL CITIES

NEW YORK

Pressing machinery corp.

NEW YORKER

880-888 BROADWAY • NEW YORK 3, N. Y.
Paterson, N. J. — FACTORIES — New York, N. Y.

"BUILDERS OF BETTER PRESSING MACHINES FOR OVER 40 YEARS"

FUMOL MOTH PROTECTION

NOW 20% LOWER IN COST

this makes DEPENDABLE moth protection cost you less than ½¢ per garment!

Fumol, as always, means death to moths . . . and now the price has been lowered! Yes, now Fumol service can be given to *all* drycleaning customers at NO cost to them — and at a rock-bottom cost to you! Our new price represents savings of more than 20% . . . Never before have you had the opportunity to Fumol-protect your customers' clothes *at less than ½¢ per garment!*

THERE ARE TWO TYPES OF FUMOL

OS 40 for Petroleum Systems,
SS 60 for Synthetic Systems,

FUMOL IS EASY TO USE

Only one gallon is needed for each one hundred gallons of solvent — which gives you an idea of its extreme economy in use. Fumol is not affected by soap, and will pass through the filter without loss of effectiveness.

Truly, Fumol is **"THE DEPENDABLE MOTH PROTECTION AGENT"** — *at a lower cost than ever before!*

LEARN more about Fumol! . . . REMEMBER that Fumol is now sold at a big 20% reduction to you! . . . RETURN the coupon below for complete details!

This is the same potent-as-always Fumol at a lower-than-ever price. It's the same preparation that has been used successfully for four years on more than 50 million garments. Leading drycleaners report up to 32% increases in sales due to Fumol! Truly, Fumol pays for itself many times over in customer satisfaction!

FUMOL

THE DEPENDABLE MOTH PROTECTION AGENT

FUMOL CORPORATION

VAN DAM STREET & BORDEN AVENUE
LONG ISLAND CITY 1, NEW YORK

MAIL THIS COUPON TODAY!

FUMOL CORPORATION, Dep't E-350
Van Dam Street & Borden Avenue
Long Island City 1, New York

Gentlemen: We've heard about the new low price on FUMOL MOTH PROTECTION. We want to know more about it . . . how Fumol service can build our sales. Send us your information!

(Check) [illegible]

Firm _____

Address _____

City _____ Zone No. _____ State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Firm name above store is red neon, slogan in green. First letter resembles clock face, has shaded area between twelve and one o'clock. Dummy in freshly cleaned garments is chief window decoration. At night neon signs are supplemented by fluorescent tubes outlining window

ONE-HOUR SERVICE

Wet Prespotting of All Garments Is Key To Plant's Speedy Operational Schedule

by JOHN J. DUNN

A NUMBER of cleaning plants recently established in various parts of the country focus their sales appeal on fast service. Typical of these is One Hour Martinizing of New York City, where one-hour cleaning is available on request and 24-hour processing is routine operation. Basically, the key factor behind this type of service is a heavy emphasis on wet prespotting.

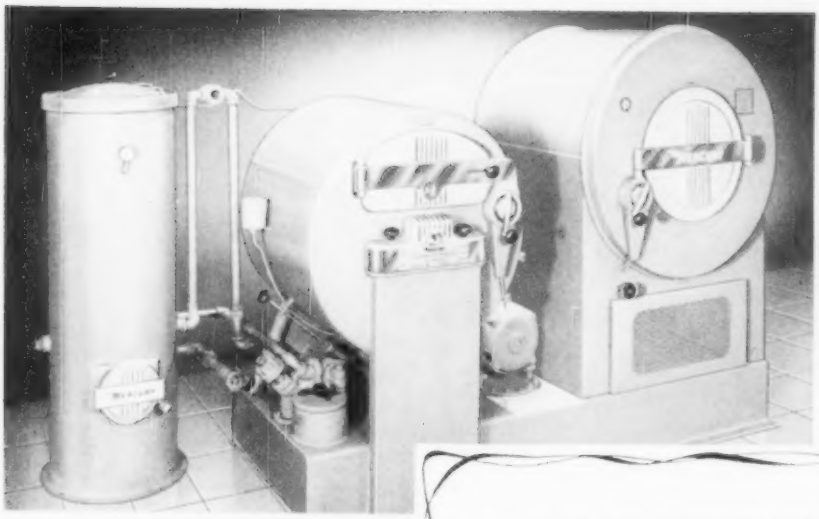
Opened last October, the Manhattan enterprise is owned by a corporation headed by George Gnenjoian, Harold S. Singer and Albert Post. The plant was planned and equipped to handle a maximum volume of about $1,000 a week at dollar prices. In the first three months, the owners report, they built their sales to around $500 a week with no other promotion than the offer of quick service plus the eye-catching appearance of the store itself.

Under the system used at this plant, every garment is prespotted before going into the drycleaning unit. When necessary, a wet prespotter is used, but Mr. Gnenjoian contends that many fresh, unset stains can be knocked out with plain water fortified with a penetrant in the proportion of about 2 ounces to a gallon. In adding moisture to the wheel through the prespotter, the firm's management stresses the importance of the detergent that forms an emulsion of the water and the perchlorethylene.

On heavily soiled garments a low solvent level is maintained for maximum mechanical action, and 48 ounces of a stock solution is used for a 25-pound load. This stock solution is made up in the ratio of 8 ounces of water to 8 ounces of perchlorethylene with 2 ounces of the detergent.

Out of about 400 garments cleaned in an average week only five to six must be processed in the wetcleaning section. Under this system the owners report 90 percent spotting passups after the cleaning cycle.

A new 50-pound drycleaning unit is on order, but



Mercury, the Modern Petroleum Drycleaning Unit! U. L. listed! Washer-Extractor, Tumbler, 1000 GPH Filter, Pump and Storage Tank in one complete system.

Only

$2595

f. o. b. factory

Added Profits PAY FOR YOUR NEW MERCURY CLEANING UNIT!

MERCURY OFFERS GREATER PROFIT MARGIN!

Over 2700 cleaners in 48 States are making more *Money* with Mercury because Mercury requires *a low initial investment, with low operating costs.* Mercury owners report solvent consumption at less than $1.00 per 100-lbs.

SAVES TIME, SAVES LABOR, SAVES SOLVENT!

Cleans and extracts in the same cylinder without extra handling of garments. No solvent loss thru transferring wet garments.

LOWER INSURANCE, SAFER OPERATION!

Mercury U/L listed unit protects you, your property and employees against hazards, and results in a lower insurance rate.

LOW INITIAL INVESTMENT FOR $1000.00 — $1200.00 WEEKLY VOLUME!

Compare the weekly volume capacity per dollar of unit investment with any other drycleaning equipment. Mercury may be purchased on low initial down payment and liberal monthly terms.

PRECISION BUILT—LOW MAINTENANCE!

Over $100,000.00 invested in special tooling to produce precision parts—which insures you low maintenance.

UL

Over 2700 Successful Mercury Owners in 48 States!

WRITE FOR DESCRIPTIVE LITERATURE

MERCURY CLEANING SYSTEMS, INC.

549 W. WASHINGTON BLVD.
CHICAGO 6, ILLINOIS
TELEPHONE ANdover 3-5420

MERCURY

MERCURY FILTERS AND TUMBLERS SOLD INDEPENDENTLY

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Right: Interior decorations consist of green wallpaper, soft red ceiling and corrugated metal counter and back partition. Part of production line can be seen through open doorway at right

Below: Invoice form used by firm for quick-service identification. Original is at left; at right, carbon copy, which consists of tags for various pieces in order. Actual invoice is a little over twice the size of reproduction

the plant was originally equipped with a 25-pound machine. A load is scheduled into this two-pocket unit every 30 minutes. A combination counter girl-marker-prespotter devotes 10 to 15 minutes every half hour to prespotting, classifying and weighing the loads. No classification is made by fabric and only two by color: light, bright colors and medium dark colors. The two pockets are assigned to the two classifications; consequently, the plant works on the basis of two lots an hour or 16 in an eight-hour day. Sixty-minute specials are flagged with a white string and get spotting and finishing priority as soon as they come out of the unit.

Nearly every plantowner has been beset by the patron who rushes into the store at 9 A.M., demands a cleaning job before noon, compromises for 1:15 delivery and then shows up for the order three weeks later. This firm handles all work on a one-day basis and manages to get customers to call for about 70 percent of it within the 24 hours. A 25-cent service charge is used to restrict requests for one-hour orders unless they are really necessary. Customers who request two- or three-day delivery are always informed that the work will be ready on the following day. Part of the plant's success in obtaining early pickups may be attributed to the fact that about half the business is brought in by people who work in the neighborhood and carry the bowed orders to the suburbs or outlying sections.

Incoming orders are written up on an invoice form and the information is repeated on a carbon copy which sets up the premarked-tag identification system. The customer's name and address plus the description of the pieces are recorded on the upper section of the top sheet. The lower half of this form becomes the customer's receipt. The upper part of the carbon copy is attached to one garment in the order while the lower portion consists of seven premarked tags for additional garments and one for buttons or ornaments. In assembly the operator must account for a number of pieces corresponding to the number of tags detached from the master form. The same serial number, of course, is printed on all sections of the invoice and the waterproof tags.

Built and equipped at a cost of around $15,000, One Hour Martinizing is housed in a building 20 feet wide and 90 feet long. The store at the front occupies 30 feet of this depth. The layout is simple and logical, with equipment lined up along one side wall and storage racks occupying most of the opposite side of the plant's operating area. From front to back the production line consists of a marking table, prespotting board, drycleaning unit, spotting board, sewing machine, utility press, set of pufferts, silk press and iron, wetcleaning unit, and hanger-return installation. The two single-tier storage racks provide about 45 running feet of hanger space.

The store, illuminated during evening hours, is an effective and continuous advertisement for a plant in which the sales appeal and the operational emphasis are identical: get it in and get it out. ■ ■

with HOFFMAN custom-fitted boiler service

the right size boiler for your requirements

Steamaster
"LITTLE SCOTCHMAN"
Scotch Marine Boilers

Who knows better than your equipment supplier *which size boiler is the right one for your needs!* Trust Hoffman to recommend the "Steamaster" that's not too big (no wasted investment) and not too small (no wanting "extra" steam). Get *Custom-fitted* Boiler Service from Hoffman now.

The compact, complete "Little Scotchman" is amazingly efficient and economical. It saves dollars, floor space, time — in a big way, at a small price. Ask your Hoffman representative for the facts today.

COMPARE THE LOW PRICE AND EASY TERMS— WRITE TODAY!

- ★ Models from 3 to 25 H.P. . . . 6 sizes . . . for gas or oil-fired installation.
- ★ Complete and compact . . . ready for installation . . . fully insulated . . . no lagging or brickwork.
- ★ Thrifty low cost operation . . . Scotch Marine design saves fuel . . . longer tube life.
- ★ Fully approved by National Board of Pressure Vessel Inspectors . . . A.S.M.E. code.

TOPS IN VALUE . . . SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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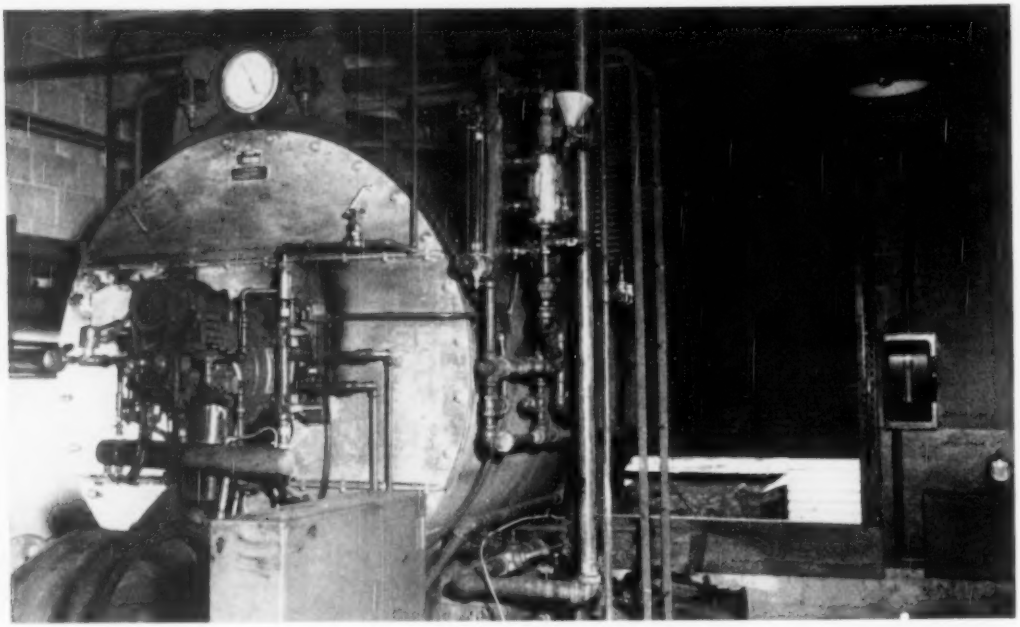

New boiler room at Dorko and Sons, Indianapolis, Indiana, has roll-up doors at each end to allow replacement of boiler without tearing down a wall and to permit removal of tubes from either end. Space is also provided for another boiler if needed

HOW TO UNDERSTAND A BOILER AD

by J. G. BERGER, M.E.

Life Member—American Society of Mechanical Engineers; Engineering Consultant, National Institute of Rug Cleaners; New Jersey Laundry and Cleaning Institute

THE selection of a boiler to serve your drycleaning plant for 10 to 30 years calls for careful study of advertisements, based on an understanding of the terms used and your specific requirements.

You must remember that "one boiler horsepower" means producing 34.5 lbs. of steam per hour, at zero boiler pressure at sea level. With hot feed water at boiler pressures used by drycleaners (60, 80, 100 or even 110 lbs. per sq. in.) 30 to 32 lbs. of steam per hour may be all that is received for a boiler horsepower. For all practical purposes, let us use 30 lbs. of steam per hour when figuring our need in terms of boiler horsepower.

If your drycleaning still, presses, steam-air finisher and tumbler take 20 h.p., according to steam consumption rates given by the equipment manufacturers, then allow 15 percent for "line losses" of the steam going through pipes from the boiler to the machinery. This would be 20 h.p. + 3 h.p. line losses = 23 h.p. Then 23 h.p. × 30 = 690 lbs. of steam per hour, at whatever pressure you need. Hence, you need 23 boiler horsepower, equal to 690 lbs. of steam per hour.

You should realize the difference between *rated* and *top loaded* horsepower. The rated horsepower of a boiler is based on 10 sq. ft. of heating surface in the boiler. A boiler may be operated at 200 percent or even 300 percent of its rating. An 8 rated h.p. boiler may produce twice rating or 16 h.p., or even three times rating, which is 24 h.p. In effect, instead of having 10 sq. ft. of heating surface per boiler horsepower developed, the boiler uses 5 sq. ft. per boiler horsepower developed when at 200 percent rating, and uses 3⅓ sq. ft. per boiler horsepower developed when at 300 percent rating.

> When you read a boiler ad:
>
> A. See if a boiler is ASME code-rated and can carry overloads, or top-rated and cannot carry overloads or only a small overload.
>
> B. Determine if it burns the kind of fuel you have available.
>
> C. Does it fit your boiler-room space?
>
> D. Is it made to work efficiently at the pressure you desire?

The more you overload a boiler, the more care must be taken to keep it free of soot on the fire side and free from hard-water scale on the water side.

Some manufacturers of packaged boilers state on

SOLVINK SHOWS YOU

HOW TO DO FASTER SPOTTING... AT A STEADY PROFIT

Your customers will be completely satisfied with the way Solvink removes ink, paint, rust and blood stains, safely and surely.

Acts faster and saves time. That's because Solvink is always the right strength—goes to work at once.

Solvink is Guaranteed to give satisfaction on both white and colored fabrics, or your money back. Use as directed.

Prove to yourself that Solvink does spotting faster and more profitably. Solvink has been the preferred product for 22 years.

½ pint set—2 Solutions—$2.25

Also Available in Pints, Quarts and Gallons

BETTER... FASTER... TANNIN STAIN REMOVAL WITH TANSOL

All Tannin stains disappear when you apply Tansol, regardless of how much stains may have been set by heat.

Removes instantly stains of coffee, tea, cola beverages, wine, fruit, caramel and others.

Money-back guarantee on Tansol. Use as directed. Satisfaction guaranteed or your money back.

½ pint set—2 Solutions $2.25

BUILD HAT-BLOCKING PROFITS WITH SIZ-IN

Velvet-like finish. No stiffness in hats. No shine or slick places when you use Siz-In for hat blocking.

Money-Back Guarantee on Siz-In. Use as directed.

$3.95 per gallon

ORDER FROM YOUR JOBBER NOW

for free samples write to . . .

GREENVILLE CHEMICAL COMPANY

DEPARTMENT N-4 **GREENVILLE, S. C.**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

the boiler name plate the number of square feet per boiler horsepower so that you know whether the horsepower you buy is rated or top loaded horsepower. The conventional boiler manufacturers all rate their boilers on 10 sq. ft. of heating suface per boiler horsepower in accordance with the code of the American Society of Mechanical Engineers. Thus, you know that if the boiler has 80 sq. ft. of heating surface (an 8 h.p. boiler) you can get twice or maybe three times that horsepower out of it, *provided the combustion chamber, the burning equipment and chimney are so designed.*

What You Want to Know

To understand and use a boiler ad intelligently you must ask the advertiser several questions:

1. Is the boiler rated on 10 sq. ft. of heating surface per boiler horsepower; if not, how many square feet? If rated on the basis of 10 sq. ft. you can expect to get at least twice the advertised horsepower out of the boiler. If rated at 5 sq. ft., perhaps a 10 percent to 20 percent overload is possible, and if rated at 4 sq. ft. or less, no overload at all is obtainable. This means that a boiler advertised as rated at 8 h.p. will, on the 10 sq. ft. per horsepower basis, deliver at least 16 and maybe 18 h.p. If it is rated on the basis of 5 sq. ft., then 8 h.p. + 20 percent or 9.6 h.p. is tops, whereas, if it is rated on the basis of 4 sq. ft. or less, then 8 h.p. is tops.

2. If you want to operate at 60 lbs. pressure, get a boiler on which the safety valves can be set for 65 lbs. If you want to operate at 100 lbs. pressure, get a boiler on which the safety valves may be set at 110 lbs. The ASME stamp placed on the boiler by the inspector should be from 5 to 15 lbs. in excess of the operating pressure. Hence, if the ad says 15 to 200 p.s.i. (pounds per square inch) you can order a model approved at any pressure level you desire between 15 and 200 p.s.i.

3. Coal, oil or gas fuels require different types of combustion chambers. Ask if the manufacturer's standard design is made for one, two or all three of the fuels, and get his guarantee.

4. Tell the advertiser your average load and your heaviest demand. Also tell him how long the peak load lasts, as some boiler designs are good for only short heavy overloads, while others are good for sustained heavy loads for long periods. This information is necessary to enable a boiler manufacturer to recommend the proper unit for your purposes.

5. Send for a catalog. See if the boiler fits into the space available. Don't forget that some states require clearance between the top of the boiler and the ceiling of as much as 7 ft. Practically all labor departments advise clearance around the boilers of at least 18 in. to 2 ft. At either front or rear you need enough room to pull out and renew the boiler tubes. In a small plant this may be an important factor. One large boiler would require a high-priced "engineer," while two small units adding up to the same horsepower can be unattended or cared for when necessary by any worker in the plant.

6. In some cities, like New York, a high pressure boiler (over 10 lbs.) with an ASME rating of under 10 h.p. can be operated without a licensed fireman even if it can develop 20 h.p. or more. ■ ■

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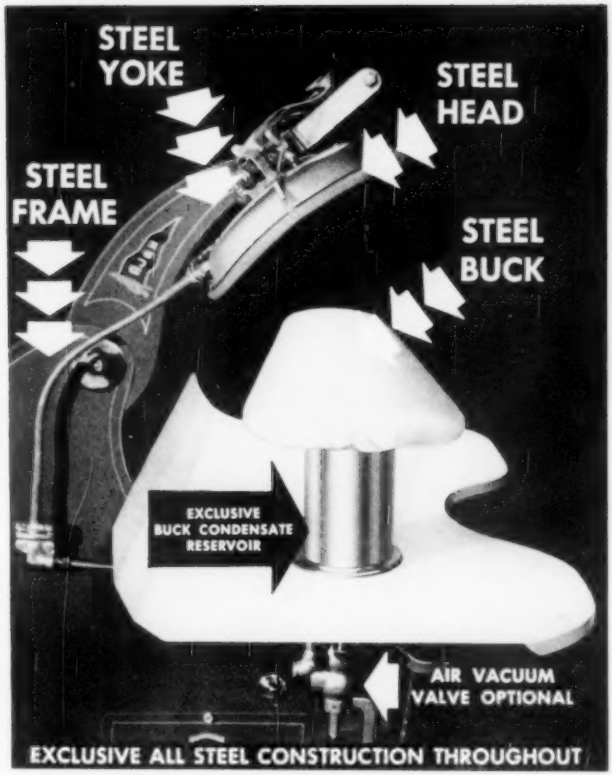


Only AJAX

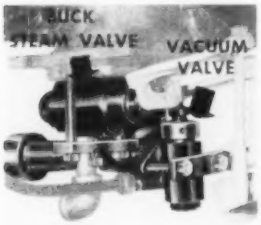
DRY CLEANING PRESSES

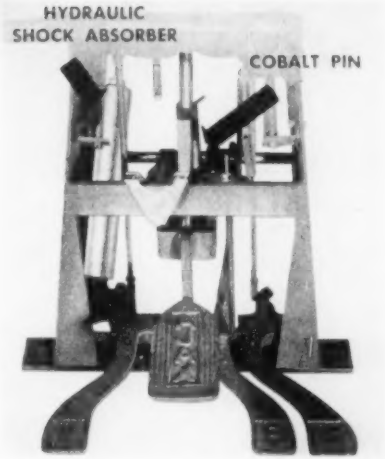
offer these

EXCLUSIVE FEATURES!

Faster Steam — More Powerful Vacuum

A feature found in no other press is the efficient AJAX "built-in" reservoir. Assures quick start-up and abundance of steam at all times. The efficient Jiffy valves provide powerful vacuum and wide range of steam control — from a mere wisp to full billowing volume.





EXCLUSIVE quickly detachable vacuum valve

EXCLUSIVE jumbo, quickly detachable buck steam valve

- Stainless steel seats
- Requires little packing
- Giant buck valve gives one minute steam
- Clamp mounted
- Inconel springs
- Monel stems

EXCLUSIVE Jiffy removable Welpco head valve

- Stainless steel seats
- Interchangeable with Vacuum Valve
- Clamp mounted
- No threads to strip
- Inconel springs
- Monel stems

Trade Mark AJAX Reg. U. S. Pat. Office

EXCLUSIVE trouble proof giant hydraulic shock absorber

- Giant 19-inch Hydraulic check
- Prevents jar and excessive wear

EXCLUSIVE Cobalt pin—locks anywhere

- Locks automatically at any pressure desired
- Compensates for any thickness of material
- No wheels or ratchets to adjust

WESTERN LAUNDRY PRESS COMPANY

Salt Lake City, Utah — **619 South 5th West Street**

Manufacturers of the famous AJAX PRESSES since 1929

When writing to advertisers please mention The NATIONAL CLEANER & DYER

GLASS-PORCH STORE

Attractive Call Office Pays Its Own Way by More Than Doubling Cash-and-Carry Ratio

by LON FANALD

Above: The 18-foot counter at store of English Cleaners, Kansas City, Missouri. Note the bookkeeping partition at far left. Fixtures are natural-finish dark birch, floor of asphalt tile, ceiling soundproof

THE owners of English Cleaners in Kansas City, Missouri, had a theory that it would pay to spend a considerable sum making a plant store inviting and attractive. They have proved their theory at their new plant, which was completed early in 1948.

The most unusual feature is the front-porch-type store, all glass, which extends out 12 feet from the main plant building. Set in the center of the 40-foot front are two glass doors, in and out. The front is made up of two 8-by-10-foot glass plates at either side of each door, extending from 18 inches above the floor to the ceiling. Each side of the office is an 8-by-12-foot plate glass.

Binding and strips are of stainless steel. The 12-inch faced awning which extends out 18 inches at the front and sides is also of stainless steel.

English Cleaners is owned by Sol, Harold and Sanford Katz and Harry Kerschenbaum. Harold Katz gave figures to prove that their theory had been upheld.

"Before we opened our new plant and office," he said, "our delivery volume was running around 70 percent. In less than a year the proportion changed to 68 percent cash-and-carry and 32 percent delivery."

The owners believe that this change was due almost entirely to the fact that they have an appealing store in which customers like to do business. They are convinced that money spent on an attractive store is both top advertising and a sound investment. # #

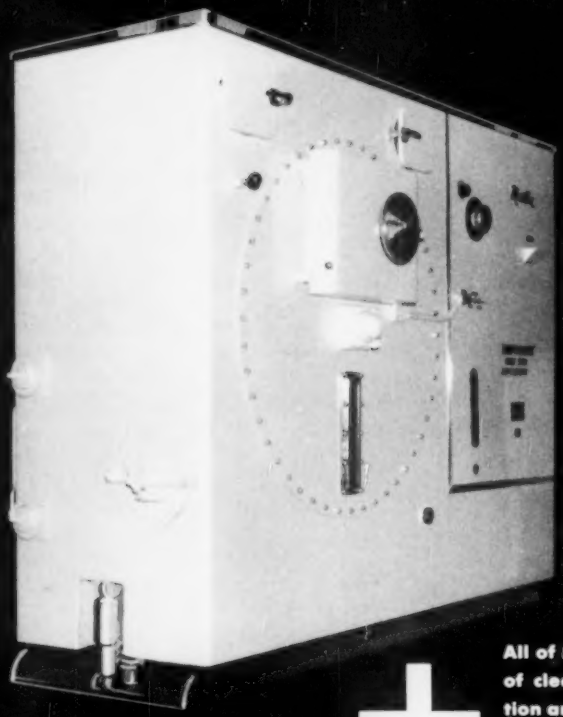
Above: Front view of the all-plate-glass, porch-type store. The neon sign with indirect lighting effect is in 24-inch-high black letters

Lower left: Inside view of left of store, looking out. Note frosted-glass partition separating bookkeeping department from store. For customer convenience it is next to counter (right, not shown). Solid prism grates of fluorescent ceiling fixtures add to effective lighting

Lower right: Note the inset on the side of English Cleaners plant (far left in the photograph) where the extending porch-type store begins

The Martin

AUTOMATIC SYSTEM



AVAILABLE IN 25 & 50 POUND UNITS

+

All of MARTINS advanced methods of cleaning, engineering, production and quality control, accounting and auditing, sales promotion and advertising, personnel training, plant layout and etc.

= "MARTINIZING"

IS MORE THAN DRYCLEANING

MARTIN EQUIPMENT CORPORATION
789 HERTEL AVENUE, BUFFALO 7, NEW YORK

Send for Booklet
"WHY MARTINIZING IS MORE THAN DRYCLEANING"

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Coming Soon . . . .

THE BOOK YOU'VE ALL BEEN ASKING FOR . . . .

THE FUR BOOK is for:	THE FUR BOOK gives:
The *drycleaner* or *laundryowner* who is beginning to handle furs or who plans to handle furs to build up and supplement his storage business	A complete explanation of fur cleaning. A practical self-teaching course in fur repairing and remodeling . . . with a set of sample jobs described step by step . . . plus a table of estimated costs. Basic techniques for making a fur garment.
The working *furrier*—beginning or experienced	General methods of making, repairing and remodeling a fur garment . . . with improvements devised by the author, tested in the field and accepted by leading furriers. Simplifications and improvements in let-out work and other standard techniques.
The department-store *executive*, the fur-department or fur specialty-shop *manager*, *buyer* and *salesperson*	A basic understanding of how fur garments are made . . . the advantages and effects of different methods. Keys to repair and remodeling possibilities and costs. Glossary of fur terms.
The *student* and *teacher*	The first full explanation of the working of the fur-garment industry by a teacher-practitioner . . . written so that everyone can understand it.

The author has trained over 2,000 furriers directly . . . many more through the pages of The NATIONAL CLEANER & DYER. Here he gives you a comprehensive fur course in one handy, inexpensive volume!

Convenient size for ready reference at work table or machine. Stiff cloth binding for durability.

We couldn't overestimate the VALUE of THE FUR BOOK. The PRICE is only $7.50!

. . THE FUR BOOK

A Practical Guide to Fur Maintenance, Repairing, Remodeling, Garment-Making

By DAVID G. KAPLAN

Fur Editor, THE NATIONAL CLEANER & DYER
Instructor, Fur Garment Manufacturing
Central High School of Needle Trades, New York City
Senior Instructor, Fur Garment Division
American-Mitchell—Sol Vogel School, New York City

The only complete book on the market on every phase of handling furs! Here is the table of contents:

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- Dressing the Skins
- Assorting and Bundling

CHAPTER 2. Fundamental Skills
- Fur Cutting
- Fur Operating
- Operating the Fur Machine
- The Final Steps

CHAPTER 3. Production of Simple Garments
- Matching
- Trimming, Damaging and Cutting
- Operating
- Nailing
- Squaring
- Closing
- Finishing

PART II. PRODUCTION METHODS

CHAPTER 4. Pelt Layout Systems
- Patterned Layout
- Concealed-Seam Layout
- Black Persian Garments
- Assembled Furs
- Enlarging Fur Area

CHAPTER 5. Let-out Work
- Let-out Fundamentals
- Split-Skin Let-out Work
- Refinements of Let-out Work
- Matching Let-out Work

CHAPTER 6. Other Processing Techniques
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- Fur Cleaning
- Glazing and Dyeing

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- Repairing Sags
- Replacing Worn Fur at Seat
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- Sling-Cape Remodel
- Remodeling a Persian Lamb Garment
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WITH A COMPLETE INDEX FOR EASY REFERENCE

AND . . . about 200 *helpful* illustrations! Clear, explanatory diagrams and photographs — showing details of tools, techniques, processes, types of furs, sample jobs

ALL FOR ONLY $7.50 (POSTAGE PREPAID). TO ORDER YOUR COPY, FILL OUT THE COUPON— NOW!

The NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

☐ CHECK ☐ MONEY ORDER

Gentlemen:
Please send me my copy (postage paid) of The Fur Book, by David G. Kaplan, immediately upon publication.

Name

Firm

Address

City State

THE NEIGHBORLY TOUCH

"PERSONALIZED" fur service is made possible by one large dryecleaning firm through careful training of store managers, who have direct contact with the neighborhood customers to whom they are, of course, well known. The system is working out successfully at Paris Cleaners of Phoenix, Arizona.

The fur department—storage vault and fur repair and remodeling service—is separately located, near the downtown section, and even has a separate name, Berman's Furs. But the manager of each of Paris's ten stores is required to take a two-weeks training course at Berman's Furs.

All furs accepted for storage are received through the Paris plant, one of the ten stores, at the fur vault, or through the two new trucks for furs. Store managers as well as drivers are bonded with a special fur-handling bond.

Orders for fur coats to be stored are taken by the store managers. Customers are told that they may bring in their fur garments or that a representative will call to pick them up. The customer is given a receipt by the store manager or the driver. The coats or fur pieces are then brought to the store where the order originated.

Whenever possible, the store manager goes with the driver to take the furs to the vault. If he cannot go at the time the fur is delivered to storage, he *must* go to the vault within ten days, and take written notes on the condition of the coat and the valuation.

"Most fur pieces brought to the stores," said W. N. Gardiner, fur storage manager, "come from regular customers at those stores. Usually there is a friendly relationship between the store manager and the customer. When the store manager comes in with several coats, they are carefully inspected. All repair needs are noted in a book which each store manager keeps for this purpose. The drivers also have similar books for all garments which they pick up, but notes written down in those cover only the condition, description and valuation.

"With the record in the store manager's book, we are able to arrange for repair work and restyling through the stores without the customer having to come to the fur vault."

It has also been found, according to Mr. Gardiner, that when the store managers have full information on each garment received and can talk to the customer about her furs when she calls at the store, repeat storage runs much higher.

Top: Mrs. H. T. Fowler, co-owner of Paris Cleaners, Phoenix, Arizona, with routeman's fur receipt book containing duplicate sheets. Copy is given customer at pickup. Book lists store from which order came, manager's name, time of pickup, description and valuation of garment. Manager of originating store signs sheet on receipt of fur; enters in driver's book appraisal of condition. Note truck carries name of cleaning plant and fur service. Below: Drivers get 10-day training in fur handling. Fur store manager W. N. Gardiner (left) and Paris general foreman Al Wilson (right) teach new driver correct way to receive fur

safe

Safety is a mighty important point to consider in a steam boiler. But in a Sellers Immersion Steam Boiler you have nothing to worry about. The combustion chamber is not enclosed. Each tube is a separate combustion chamber with the gas firing unit outside the boiler. As a result, explosion hazards are eliminated. Safety is certain. That's one of the many reasons why more and more laundries and dry-cleaning establishments specify Sellers.

EFFICIENT, TOO

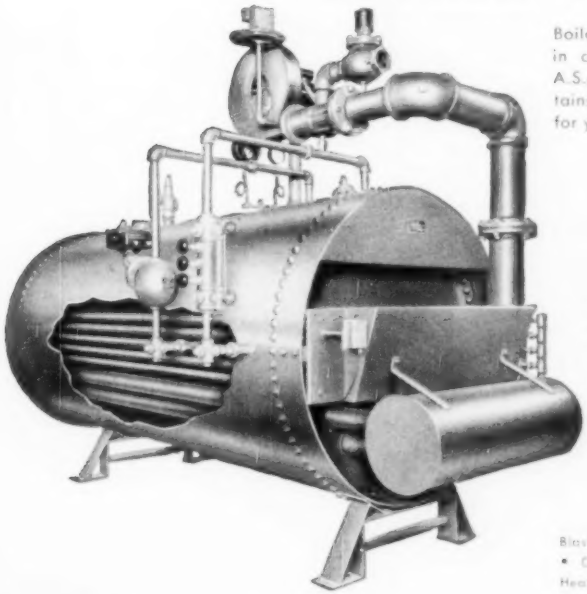
And here are some more important facts. Since the firing tubes in a Sellers are completely submerged, there is no heat loss. All the heat goes directly into the water . . . can't go anywhere else. Scale can't build up, either. The constant expansion and contraction of the tubes cracks off lime deposit and it drops to the bottom of the shell.

AND MOST ECONOMICAL

The water surface area of a Sellers is almost three times that of a conventional steam boiler of comparable capacity. That means rapid steaming, dry steam and no surging. There is no water line corrosion. And condensate is returned without the use of pumps or traps.

WRITE FOR BULLETIN

There are 12 sizes of Sellers Immersion Steam Boilers available for prompt delivery. They are simple in construction and built in strict accordance with A.S.M.E. Power Codes. Our bulletin No. 1206-C contains full details, charts and specifications. Write for your copy today.



Sellers

IMMERSION STEAM BOILER

SELLERS ENGINEERING COMPANY

4876 N. Clark St. • Chicago 40, Illinois

Blast Heaters • Immersion Automatic Water Heaters • Air Heaters • Combustion Units—Industrial Gas Burners • Immersion Tank Heaters • Vertical Steam Boilers • Gas Combustion Equipment

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Are your costs embarrassingly High!

BRING 'EM DOWN WITH DC FILTROL*

Increase the number of "good-work" loads. DC Filtrol permits up to 50% more cleaning before distillation or filtration is necessary.

DC FILTROL FIRST CHOICE BECAUSE...

1. *It adsorbs fatty acids, oil, grease, soap residue and other unsaturates.*
2. *It is a "sweetener" that is safe, powerful and fast-acting.*
3. *It retards fatty-acid build-up in the system.*
4. *It reduces complaints and makes for customer satisfaction resulting in greater "repeat" business and increased profits to you.*

DC FILTROL*

FILTROL CORPORATION 727 West 7th Street, Los Angeles 17, California

PLANTS: Vernon, California and Jackson, Mississippi

More drycleaners use DC Filtrol today than ever before.

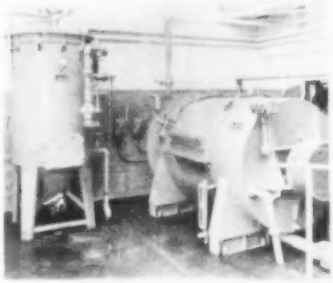
When writing to advertisers please mention The NATIONAL CLEANER & DYER

What Makes Mr. Woodman Smile?

Joe Woodman
of the SHORE LINE
CLEANERS
Wilmette, Illinois

"HAVEN'T HAD TO OPEN THE NEW OLSON FILTER SINCE IT WAS INSTALLED."

• Just mention the name "Olson Filter" and watch Mr. Woodman's grin take shape. For in the Olson "self-cleaning" Filter Mr. Woodman has found the ultimate in filter performance . . . steady trouble-free service . . . with a minimum of care (less than a couple of minutes a day). In fact, today, after a year of use this new Olson Filter has yet to be opened! Yes, there are many reasons behind Mr. Woodman's bright smile . . . *ALL* OLSON.



YOU too will experience the pleasure of smooth-running efficiency once you're introduced to the New Olson Filter. It will pay you to investigate this marvel of advanced engineering. Write for further information today.

OLSON

FILTRATION ENGINEERS, Inc.
The Oldest Name in Dry Cleaning Filtration
1624 NORTH KILBOURN • CHICAGO, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Brothers John (left) and Ray Kiley of Greeley, Colorado, have winning way with Welcome Wagon. Note decks of cards and bridge pencils on counter

GOODWILL PROMOTION PAYS

ONLY a small percentage of the 3-to-5 percent advertising budget of Kiley the Cleaner, Greeley, Colorado, goes for "Welcome Wagon" promotion. Yet co-owners Ray and John Kiley agree that it produces a large percentage of the volume increase which is gained from the total advertising budget.

For the first two years that the Kiley brothers used the service they allowed each newcomer to Greeley who was visited by the Welcome Wagon a dollar's worth of free cleaning. No follow-up letters were sent.

"About all we got out of the stunt," said John, "was the chance to give away a buck's worth of cleaning."

Under the successful plan which is now being used, the firm pays 75 cents for each new name turned in by the Welcome Wagon. When the lady who operates the service calls on a new Greeley resident she gives the newcomer a ticket which can be exchanged at Kiley's plant store for a deck of plastic playing cards. In gross lots these cards cost 75 cents per deck.

New names turned in average 30 per week. Of the new residents given card tickets, 80 percent come to the plant and ask for the gift of playing cards. With the cards a handful of small bridge pencils is also presented. Neither the pencils nor the cards carry any advertising.

"This is important," Ray Kiley explained. "At first we had our name and some cleaning plugs printed on the cards. Then we decided to make the cards a straight gift without any advertising. People like the cards without the advertising much better. Many of them ask us why we don't have our name on them. We always say, 'Because we think you will enjoy them more.'

"Before, when we had our advertisement on the cards, we received cleaning business from only 25 percent of those who called at the plant for the cards and pencils. We have kept a record for two years and now better than 70 percent of those who receive the cards bring us cleaning within 60 days."

If a newcomer has not called for the cards one week after his name has been handed in by the Welcome Wagon, a form letter is sent out. This is a straight welcome letter and makes no mention of the Kiley cleaning service. At the bottom of the letter a postscript states:

"We are holding a deck of plastic playing cards for you. When you are next downtown won't you stop in and get them?"

All new names received from the Welcome Wagon service are added to the regular mailing list. Once each month a blotter is mailed out, and a folder four times a year. At Christmas each name on the mailing list receives a card signed "Ray and John Kiley."

The principle of noncommercial promotion is also worked into Kiley's radio advertising.

Two one-minute spots three days a week have been used on the local station since 1929. One spot plugs some special service, usually a service which is advertised on the blotter mailed out monthly.

The other spot the Kileys call their "goodwill" minute. This spot may call attention to some local event like a school play, a concert, or a campaign to raise funds for the community drive. This plug has no commercial except that the name, Kiley the Cleaner, is used twice. The last week of each month, two goodwill spots are used to welcome new residents in Greeley—a direct tie-in with the Welcome Wagon service.

"We feel," the Kiley brothers said, "that we are getting the maximum out of our advertising budget and by steering away from the conventional we are gaining in direct sales results." ▪ ▪

AYR-MOR *brings you the first improvements in* TUMBLERS *in 20 years*

NEW

PATENTED DRYING ACTION HAS THESE MODERN FEATURES:

- More volume with less heat.
- Heated air must pass through clothes.
- No by-pass—utilizes 100% of heated air.
- Up to 70 lower stack temperature.
- Full floating basket—no overhang.
- Protection against fabric shrinkage.
- Heavy insulated cabinet.
- Motor, fan, bearings on outside.
- Noiseless, no gears or chains.
- Positive heat controls save steam and time.
- Automatic timer is standard equipment.
- Available in 40, 60 and 100 lb. load capacities.
- Reversing mechanism available.

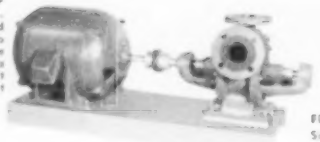
WRITE FOR FULLY ILLUSTRATED FOLDER • DEALER INQUIRIES INVITED

AYR-MOR MACHINERY CO., INC.
601 W. WASHINGTON BLVD. • CHICAGO 6, ILL.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Schaub Master-Bilt Pump

Ball bearing turbine-type. Hydraulic and dynamic balance. No periodic maintenance needed. Install a Schaub Master-Bilt pump, then forget about it.



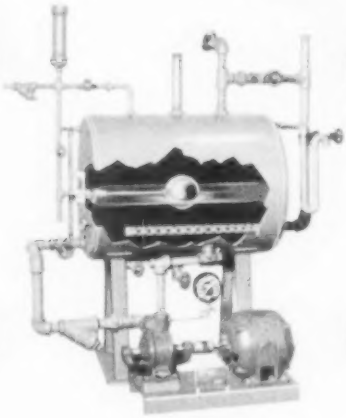
Fleximatic Shaft Seal—

Simple 2-piece assembly provides leakless trouble-free operation. No more water spray. No more shaft scoring. No more pump packing.

Permanently Lubricated Ball Bearings—

No more greasing. Grease is sealed in and dirt is sealed out for the lifetime of the pump.

When You COMPARE FACTS Like These



Ultra-Dependable Magnetrol Boiler Water Level Control—

Combination pump control and low water safety cut-off.

—Schaub Systems use only the proven, friction-free Magnetrol for continuous boiler safety. No bellows to stiffen, no packing to bind, no tricky electrode circuits to fail. BOILER SAFETY KNOWS NO PRICE.

All models approved by Underwriters' Laboratories, Inc.

Chromosoid-Lined Receivers

Schaub engineers worked with leading chemical researchers to develop Chromosoid lining. You're safe from costly premature replacements. No more rust-clogged systems.

10-Year guarantee against corrosion

You'll Put Your Money On SCHAUB

BOILER RETURN SYSTEMS

There is a great deal more *value* in a return system when it is completely engineered to do the job *right*. Consider, for instance, how tremendously important is the boiler control that both operates the electric feed pump and doubles as the low water safety cut-off on your boiler. Should this automatic control fail just once, you are wide open for boiler failure and plant shutdown, to say nothing of the hazard of boiler explosion.

If the only advantage a Schaub System gave you was its supremely dependable Magnetrol boiler control, it would be hard to over estimate its extra value. Why? Because only Magnetrol's tireless, friction-free operating principle—with no bellows to stiffen or rupture, no packing to bind, no hyper sensitive electrical circuit—gives *continuous* safety. And boiler safety knows no price.

But that's not all—with a Schaub System you also get exclusive maintenance-free Master-Bilt pumps and corrosion-proof Chromosoid lined receivers. When you buy a Schaub System, the least difference is the difference in price.

The complete story of how much more you get when you specify a Schaub System is quickly presented in Catalog 55. Write for it now.

FRED H. SCHAUB ENGINEERING COMPANY, INC.

2113 S. Marshall Boulevard • Chicago 23, Illinois

When writing to advertisers please mention The NATIONAL CLEANER & DYER

A Scientific Achievement

In Keeping With Drycleaning Room Temperatures

RESISTO

Water Repellent Stain Resistant

One solution only for Cottons — Rayons — Woolens or Celanese Fabrics

No Added Equipment—No extra help required —Just a dip tank (unheated)

There is nothing mysterious about Water Repellents. Most cleaners have been rendering this service to their customers for some time.

However, working with solutions at high temperatures created a hardship for the cleaner in the backroom.

Use a water repellent that will not make it necessary for the cleaner to operate a laboratory.

We have made an effort to give you a product with all headaches removed before Resisto is put in the drum.

It is workable at room temperature (68° to 70° F.)

We have no "don'ts" in processing with Resisto.

You can mix with any petroleum solvents regardless of flash point, or you can mix with any of the chlorinated solvents.

DIRECTIONS: (note simplicity)

1. Stir contents of drum.
2. Add five parts solvent to one part RESISTO.
3. At room temperature (68° to 70°) solution will be clear, ready to use.
4. Fully immerse fabrics—no soaking necessary.
5. Place in extractor—when up to maximum speed shut off. Four extraction back in dip tank.
6. Dry—either tumbler or dry room.
7. Finish garments as usual. No wrinkles from RESISTO.

The savings on labor costs plus the splendid performance of RESISTO make it the most economical water repellent today.

A Quality Product For Quality Cleaners

Ask your jobber or write for information today!

RESISTO LABORATORIES

1266 Donald Ave. • Cleveland 7, Ohio

Exclusive Manufacturers of Better Water Repellents

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Chemicals you live by

"Hey Bud! Got any good spot remover?"

DIAMOND ALKALI's Dry Cleaner with built-in spot remover will not take out every spot. It's not magic. But it comes pretty close to it!

Users find that DIAMOND Dry Cleaner with the built-in spot remover greatly reduces hand labor required at the spotting table. This has two cash values; it reduces your overhead and it increases customer satisfaction.

Order DIAMOND Dry Cleaner from your regular supplier. He can furnish also DIAMOND Carbon Tetrachloride and Perchlorethylene.

DIAMOND DRY CLEANER

DIAMOND ALKALI COMPANY • CLEVELAND 14, OHIO

DIAMOND ALKALI CHEMICALS

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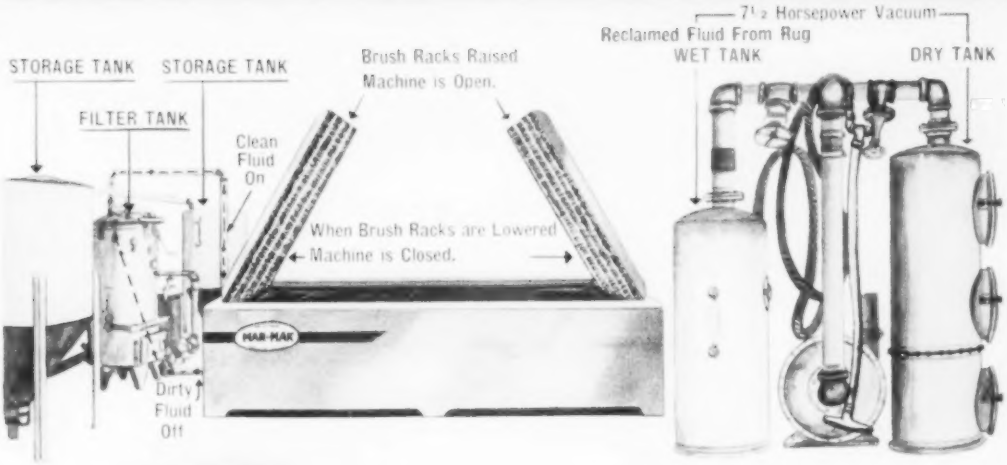
MAR-MAK Rug Dry Cleaning Machine



CLEANS A RUG IN 8 MINUTES FLAT

IT TAKES ONLY

One Man To Handle

PUSH BUTTON CONTROL

The Mar-Mak Rug Dry Cleaning Machine is controlled ENTIRELY BY PUSH BUTTON. It is strictly a ONE-MAN OPERATION. Two brush racks which hold a series of brushes spaced eleven inches apart, scrubs the entire face of the rug with a reciprocal movement. One man can handle 40 to 50 rugs per day.

MAR-MAK OFFERS THESE ADDITIONAL ADVANTAGES

- ✓ **NO SHRINKAGE . . .** With the Mar-Mak
- ✓ **NO FADING . . .** With the Mar-Mak
- ✓ **NO WATER SOLUABLE SIZING DISTURBANCE** Use of the Mar-Mak produces a rejuvenation of the sizing.

SOLD ON MONEY BACK GUARANTEE

IF IT FADES . . . a rug . . . if it SHRINKS a rug . . . if it disturbs water soluable sizing . . . if you can dirty a white handkerchief by rubbing it on rug after being cleaned on the Mar-Mak . . . if a Mar-Mak cleaned rug doesn't dry more rapidly—2 to 4 hours without shrinkage . . . if you can clean a rug better or in faster time on another machine

WE WILL TAKE OUR MACHINE BACK and RETURN YOUR MONEY!

PROFIT FOR YOU!

MAR-MAK . . . the ONE machine that will make MORE PROFIT FOR YOU than any other equipment you can buy. It will clean a rug at half the cost you are now paying . . . what's more it's WARRANTED TO CLEAN . . . NEVER RUIN . . . a rug. We can prove these statements!

Protected Territories

The MAR-MAK Rug Dry Cleaning Machine which does everything that a soap and water machine does and MORE . . . and makes possible 24 hour service . . . is sold on a PROTECTED TERRITORIAL basis. For price and complete information write, wire or phone us immediately.

Mar-Mak Rug Machinery Manfacturing Co.

626 NORTH LOGAN AVE.
DANVILLE, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

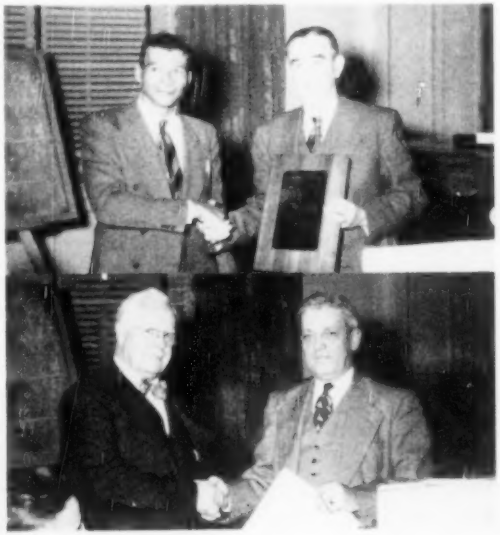
NEW JERSEY RUG MEETING

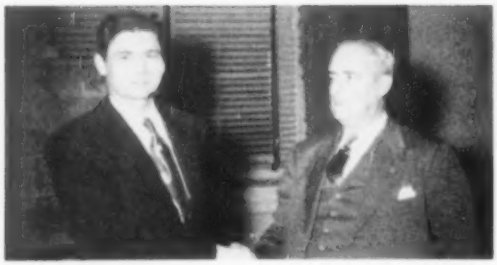
by JOHN J. DUNN

Top: Some of rug cleaners and allied tradesmen at dinner meeting in Newark. Above: Speakers at afternoon session, who took part in round table, left to right: R. S. Glynn, Conrad F. Johannsen, Dr. William A. Endress, John V. Devane, Mrs. Herman Hanschka and Mrs. Edward D. Meeker

An invariable characteristic of any meeting staged by the New Jersey Institute of Rug Cleaners, a fine feeling of friendship and cooperation among the members, was again apparent at the group's sixth annual convention in Newark, February 16.

The one-day session opened with the showing of a color film picturing the industrial and cultural highlights of New Jersey. The good and bad points of rug cleaning services as seen by the consumer were incorporated in a short skit presented by two representative housewives, Mrs. Herman Hanschka and Mrs. Edward D. Meeker. The use of standard order forms in modern business practice was explained by R. S. Glynn, Moore Business Forms. Dr. William A. Endress, research director of the pilot plant established in Silver Spring, Maryland, by the National Institute of Rug Cleaners, explained the operations of the rug course and outlined current research projects. Conrad F. Johannsen, manager of the New Jersey district of Metropolitan Distributors, Inc., illustrated correct procedures for budgeting





Top: Distinguished service to group was symbolized by presentation of plaque to Albert B. Cooke (left) by John Devane. Above: Charles F. Fischer (left) receives scroll presented by Verne E. Boddy on behalf of association. Left: Eugene F. Brehm (left) congratulates Osgood Wells on presentation of scroll

ANY WAY YOU LOOK AT IT →

Here's your best buy in dry cleaning detergents

LOOK AT ITS ECONOMY → Only a few ounces per batch to get exceptional cleaning action.

LOOK AT WHAT IT DOES FOR YOU → Extra-quality cleaning that meets the most exacting customer demands that build profitable sales. You get whiter whites, sharper colors, original luster and feel. And, of course, fewer re-runs, easier finishing and easier spotting.

LOOK AT WHO'S USING IT → Hundreds of cleaners, large and small, in practically every type of dry cleaning unit.

LOOK AT WHO MAKES IT → Du Pont—with its long experience in textile processing, its research laboratories and its years of technical "know-how" in dry cleaning!

* * * * *

Ask your Du Pont distributor today about "Ovalclene." He'll tell you how it can help you to get quality dry cleaning at low cost . . .

And for YOUR Synthetic Fluid—

Nonflammable

"PERCLENE"

Perchlorethylene

Highly efficient in all types of synthetic equipment. Practical advice and assistance in its application in your plant is available from experienced Du Pont technical representatives.

For more information about these Du Pont products, call our nearest district office or send in the convenient coupon below.

Tune in Du Pont CAVALCADE OF AMERICA Tuesdays Nights—NBC coast-to-coast

CLIP THIS COUPON . . . MAIL TODAY!

DU PONT PRODUCTS FOR better DRY CLEANING

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

E. I. du Pont de Nemours & Co., Inc.
Electrochemicals Department, Wilmington 98, Del.

Please send facts on Du Pont "Ovalclene" dry cleaning detergent. Also send the name of your nearest distributor. We operate a _____ cleaning machine.

Name _____

Firm _____ Title _____

Address _____

8-4

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pickup and delivery costs. Questions from the floor were answered by all speakers at a round-table discussion headed by John V. Devane.

A cocktail party filled the interval between the afternoon session and the dinner meeting. Following the report by President Verne Boddy, Vincent E. Crowninshield of Johnson and Johnson, Inc., introduced William Breman of the same organization who suggested methods for winning good public relations. At the presentation of awards the group's annual distinguished service plaque was voted to Albert B. Cooke while scrolls were given to R. Osgood Wells, executive secretary of the National Institute of Rug Cleaners, and Charles F. Fischer, American Laundry Machinery Co.

Reelected officers installed for the coming year included: president, Verne E. Boddy, Raritan Rug Cleaning Co., Highland Park; vice president, Joseph Huber, Reliable Rug Cleaning Co., Paterson, and secretary-treasurer, Edgar Rimback, Millburn Cleaners, Inc., Millburn. Members of the board of directors are: John V. Devane, Jancovius, Inc., Newark; Frank Jesch, American Carpet Cleaning Co., Hoboken; John Bedrosian, J. K. Bedrosian, Inc., Summit, and Edward Shehadi, B. Shehadi & Sons, East Orange. # #

UTAH CLEANERS CONVENE

ABOUT 250 cleaners from Utah and the other Mountain States met at Salt Lake City February 13 and 14 for the second annual convention of the Utah State Cleaners Association. The delegates chose G. Walter Squires of Logan to head the group for the coming year. Other officers elected are: D. B. Boyd, Salt Lake City, first vice president; A. Ray Ellison, American Fork, second vice president; George Smith, Logan, secretary-treasurer, and directors A. W. Parker, Ogden; Vern Scheller, Salt Lake City, and Hal Madsen, Provo.

Selling problems were stressed by C. B. Kasson of R. R. Street & Company, Inc., who spoke on "Sell to Survive," and Bill A. Skaggs of the Jarman & Skaggs agency, on "Advertising in the Small Community."

Other speakers were Clarence P. Pierce, manager of the West Coast branch of the National Institute of Cleaning and Dyeing, and Dr. Royal L. Garff of the University of Utah. Participants in a panel discussion included Mr. Kasson, Mr. Pierce, Mr. Skaggs, former secretary-treasurer Herman J. Jansen, City Judge Frank E. Moss, and Warren Barnes of Crown Cleaning and Dyeing Company. Retiring president Albert V. Mackie of Salt Lake City presided at the sessions. # #

PANELS FEATURED AT RALEIGH

A FULL program carrying out the theme of "Proper Management Means Profit" was crammed into the two-day convention of the North Carolina Association of Launderers and Cleaners, held at Raleigh on February 22 and 23. Starting with the keynote address delivered by Bruce MacIntosh, president of MacIntosh Associates, industry speakers included Fred W. McBrien, president of the American Institute of Laundering, who spoke on "A Sales Approach in the Service Industries for 1950"; Norbert J. Berg, managing executive of the National Institute of Cleaning and Dyeing, talking on "Management and You"; Dr. Dorothy Lyle, head of NICD's consumer relations division, discussing "Public Relations," and E. A. Mall, head of Llewellyn's Laundry of Louisville, Kentucky, describing how "Drive-ins Produce Profit."

The industry also contributed the participants in two lively panel discussions. Members of an "Associated Consultants" panel, which discussed price cutting as well as technical problems, included Paul Wilson, moderator, Henry M. Taylor, Jr., L. J. Rawlins, Charles Wray, Charles Roach, Thomas Gaud, Henry Lane, R. E. Kizer, Van Tyson and Jack Bennett, Jr. Mr. Bennett was also moderator of the second panel and open forum on "Piece Work," in which O. W. Hooker, Lane Forrester, Paul Wilson, T. Manly Honeycutt and Ralph H. Lassen took part.

The meeting also featured talks by several state officials. Col. Henry Kendall, chairman of the Employment Security Commission, showed a film to illustrate his talk on unemployment insurance. Workmen's compensation was taken up by John Fletcher, general manager of the Compensation Rating and Inspection Bureau, and industrial accidents were discussed by H. S. Bancom, safety director of the North Carolina Industrial Commission. Both of these speakers complimented the drycleaning and laundry industries on their good records, which have resulted in a rate reduction of about 6 per cent. Insurance was the subject of Waldo Cheek, North Carolina Commissioner of Insurance.

The North Carolinians chose the following officers for 1950: Emil Hilker, Raleigh, president; vice presidents A. E. Bishop, eastern division, H. M. Taylor, Jr., central division, Bretney Smith, western division. H. W. O'Shea and Harold O'Neal, both of Durham, were reelected treasurer and sergeant-at-arms, respectively. George B. Webster continues as executive secretary.

New directors are: Paul K. Ewell, Farmville; C. W. Grimes, Charlotte; O. W. Hooker, Raleigh; Jesse M. Kingsland, Burlington; Sidney Jones, Salisbury; James S. Irvin, Reidsville, and Dewey Williams, Lumberton. # #

Here Are TOTAL DELIVERY COSTS For Divco Owner Quoted Below:

Routemen's Wages & Commissions	11.0%
Route Supervision	2.5%
Delivery Equipment (including parts and gasoline)	1.8%
Depreciation	0.8%
Insurance	0.2%
Branch Office Delivery Expense	1.0%
	17.3%

Before Operating This All-Divco Fleet—TOTAL DELIVERY COSTS WERE 19.6%

Your BEST BUY Will Always Be

DIVCO

AMERICAN INSTITUTE OF LAUNDERING MEMBER

"Our Total Delivery Costs have been REDUCED 2.3% since buying our FLEET of 32 DIVCOS"...

*Writes the President of a Large LAUNDRY and DRY CLEANING Plant in an Eastern City**

*NAME ON REQUEST

● THE total costs of operating a well managed laundry and dry cleaning business, serving 32 home delivery routes, certainly amount to many thousands of dollars in just one year. To operate and maintain 32 delivery trucks, in the case of the laundry quoted above, accounted for nearly 20% of this firm's total annual costs before completely DIVCO-izing. After replacing a mixed fleet with 32 efficient, economical, long-life Divcos, this large laundry effected a saving of 2.3% of total annual costs. These figures cover 11 months. Multiply this annual 2.3% saving by Divco's life expectancy of from 8 to 10 years, and this laundry can achieve delivery economy amounting to many thousands of dollars.

FOR LAUNDRY EXCLUSIVELY • FOR DRY CLEANING EXCLUSIVELY • FOR COMBINATION LOADS

DIVCO CORPORATION—MAIL ADDRESS: P. O. BOX 3807, PARK GROVE STATION, DETROIT 5, MICHIGAN

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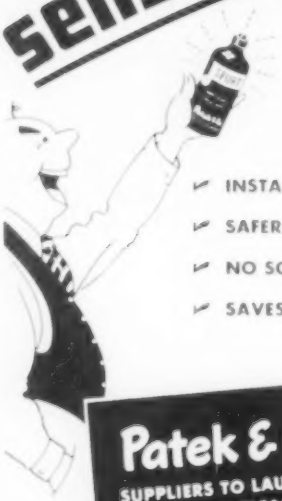
sensational SPURT



- INSTANT ACTION
- SAFER TO COLORS
- NO SOAKING
- SAVES WET CLEANING

Patek & Co.
SUPPLIERS TO LAUNDRIES AND DRY CLEANERS

REMOVES BLOOD STAINS
WITHOUT A TRACE
IN SECONDS

You'll take out stubborn blood stains every time, regardless of condition, type or age when you put Patex SPURT to work on your spotting board.

Instant action . . . safer to fabrics and colors . . . just apply SPURT, work lightly and flush . . . and "presto" the stain is gone.

If your customers' garments have been casualties at a bullfight, a bar room brawl, a butchers' picnic or a blood bank, SPURT will save the day.

East of the Rockies, order from your local distributor. Distributors, write for complete sales plan to Patek & Co., 1900 Sixteenth Street, San Francisco 1

SAN FRANCISCO • LOS ANGELES • SALT LAKE CITY • PORTLAND • PHOENIX • SAN DIEGO • HONOLULU • SEATTLE • SPOKANE

Looking for Lower Costs?

In Many Plants they have Found the Answer

PRODUCTION GOES UP . . . with **AND COSTS COME DOWN**

for 140 F Solvent

Majestic

The Modern Dry Cleaning Unit

And Here's Why . . .

It incorporates the EXCLUSIVE PURISOL SYSTEM, an arrangement whereby dirty solvent is sent from the washer directly to the filter. The main storage tank therefore is kept clean and free from fatty acid forming impurities. Your solvent never has to be dumped. A definite saving in filter powder is a result of sending it directly to the filter from the washer instead of being added to the storage tank where a portion of it will settle and never reach the filter. A beautiful cleaning job is also the result of the rinse action of the Purisol System. A "shower" of clean solvent sprays on the garments during the rinse cycle. Solvent does not rise from the bottom and overflow as in so many systems.

LOW PRICED *Engineered for Production* READY TO WORK

For further information contact your jobber or write direct to

INDIANA MANUFACTURING CO., INC. **1900 East Main St., New Albany, Ind.**

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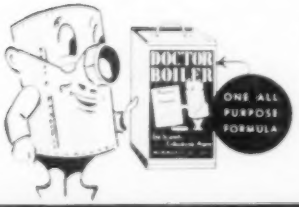
* THE SCIENTIFIC SCALE REMOVER WITH COLLOIDIZING ACTION

Here's How It Works . . .

Doctor Boiler provides a microscopic film which covers the inside of your boiler and seals off the moisture and chemical action of the water from the scale itself. Thus the scale is dried out and the expansion and contraction of the metal, together with the peptizing action developed by the solution, causes the scale to leave the side walls and tubes of the boiler and drop to the bottom of the boiler to be flushed away . . . Simple . . . Safe . . . Sure!

GUARANTEED . . . You take no risk. Doctor Boiler is unconditionally guaranteed to fulfill all claims made for it by the manufacturer . . . or your money back!

INSURED . . . This product is insured by the Massachusetts Bonding and Insurance Company in aggregate amounts of $100,000 Public Liability and $50,000 Property Damage. Your equipment is protected.



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LIKE April and Aries*

*According to astrology, the ancient "science of the stars," those born from March 21 to April 21 fall under the influence of Aries, symbolized by a ram.

Stod-Sol
and
Stod-Sol TEST BUNDLE SERVICE

... they go together

BIRTHDAY GREETINGS to DRYCLEANERS BORN in April

Astrologists say the enthusiasm of Aries persons is infectious—and it must seem that *all* drycleaners who have discovered STOD-SOL are Aries-born. For they are always highly enthusiastic in praising STOD-SOL and STOD-SOL "Test Bundle" Service—the combination that brings increased quality, efficiency and profits to any drycleaning plant. Ask your nearest STOD-SOL distributor for details, right away.

ANDERSON-PRICHARD
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NEWS NOTES *in the trade*

Henderson Retires, Gottry Promoted at Butler

RETIREMENT of James S. (Jim) Henderson as manager of Butler Manufacturing Company's Cleaners Equipment Division after 25 years' service with Butler has been announced by Glen C. Speakman, Butler vice president and general sales manager. At the same time, Mr. Speakman stated that Burrill O. Gottry, Cleaners Equipment Division sales manager and assistant to Mr. Henderson for the past six months, would take on added managerial duties.

Best wishes from Glen C. Speakman (right) to retiring Jim Henderson

Mr. and Mrs. Henderson have moved to Oakland, California, where, Mr. Henderson says, "I hope to keep my hand in the cleaning business for a while." Currently he is helping manage Cleaners Exchange in Oakland, while his former associate, V. L. Yeager, the owner, completes his recovery from a serious accident.

Twenty-five years ago Mr. Henderson came to Butler as a service man, worked up to sales supervisor, then sales manager. For the past 13 years he has served as manager of Butler's Cleaners Equipment Division.

Mr. Gottry came to Butler a little more than six months ago. For 14 years previously he had been vice president and sales manager of a well known cleaning equipment concern, where he had also served as merchandising manager and supervisor of sales.

Kohnstamm Marks Century

THE current year marks the hundredth anniversary of H. Kohnstamm & Company, founded in 1851 in New York City by Joseph Kohnstamm, an importer specializing in ultramarine blue. As more power laundries came into existence, new items were added to the line and more members of the family joined the firm as its business expanded.

The late E. G. Kohnstamm had the distinction of being the first laundry supply salesman. He also attended the first laundry convention, held in Chicago in 1885. Among other firsts, the Kohnstamm organization was one of the first advertisers in *Starchroom Laundry Journal*. The company was also among the first industrial organizations in the United States to set up its own laboratories and establish a program of scientific research.

From its small beginning the Kohnstamm organization has grown until it now covers the entire United States with offices in all major distributing points.

Troy Moves Chicago Quarters

TROY Laundry Machinery Division of American Machine and Metals, Inc., East Moline, Ill., has moved its central division headquarters from 310 S. Michigan to 916 S. Michigan Ave., Chicago. The purpose of this move, it was stated, was to provide the additional showroom, warehouse and office space essential to Troy's expanding volume of laundry and dry-cleaning business. At the new location Troy will have an increased stock of repair parts and a permanent display of new machines.

The central division is under the jurisdiction of M. J. Washburn. It services the states of Illinois, Indiana, Wisconsin, Iowa, Minnesota, Nebraska, Michigan, Missouri, Ohio, North Dakota, South Dakota and Kansas.

Carman Promotes Conley and Zurlinden

S. E. MOORE, president of Carman & Co., Inc., and subsidiaries, has announced the transfer of J. Robert (Bob) Conley from the firm's Cleveland division to the executive office in New York where he will be assistant to the president, supervising branch operations.

J. ROBERT CONLEY

Bob Conley, son of C. R. Conley, president of Carman's Chicago division, received extensive preliminary training in the Chicago and St. Louis offices before his induction into the Navy. Upon his release from the Navy and after receiving further training in sales management, he was appointed sales representative of the Minneapolis division where he also directed the activities of that branch. In February 1948 he was transferred to the Cleveland office as branch manager.

Edward A. Zurlinden has been appointed to succeed Bob Conley as branch manager in Cleveland. Mr. Zurlinden joined Carman in 1947 and served as sales representative in the northern Ohio territory of the Cleveland branch. He is a graduate of the Business

Administration School of John Carroll University, and spent five years in the Naval Air Force during the war, attaining the rank of Lt. Commander. He is from a laundry family in Cleveland and gained much experience working in the family plant following his release from the Navy and before joining Carman.

McCleary's New Invitational School

MCCLEARY BROTHERS, Inc., of Memphis, Tenn., has initiated an "Invitational School" as a new special service to drycleaners. Each Sunday for several months, about 100 drycleaners and their employees are being invited to a one-day session of actual demonstrations, including marking, spray spotting, vacuum spotting, synthetic drycleaning, wetcleaning, steam finishing, machine finishing, hat blocking and fur cleaning.

Each week one or more factory representatives from leading manufacturers will take part in the program. Two very successful sessions already held were each attended by more than 125 drycleaners. Special demonstrators were Mrs. Thelma Nelson, demonstrating steam finishing for the W. M. Cissell Manufacturing Company, Frank Wright for the Huebsch Manufacturing Company's new Spring Type Filter and Twin Cylinder Dryer, Larry Porterfield for Adjusta-Form, and Nate Root demonstrating his Lusterway Fur Process. Another feature was a demonstration of the Pro Products line of supplies manufactured by McCleary Brothers, including Pro-W, a new wetcleaning detergent.

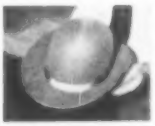
Other leading manufacturers cooperating in this venture are Pantex Manufacturing Co., Textile Marking Machine Co., Cook Machinery Sales Co., and Bock Laundry Machine Co.

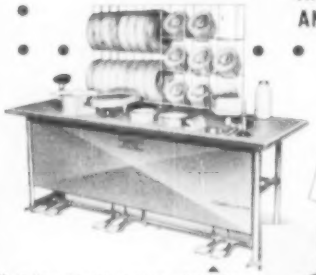
F. E. McCleary, president of McCleary Brothers, stated: "We invite all progressive jobbers to attend one of these sessions, and if they will let us know when they can come to Memphis, we will advise them as to the proper date. These schools will be run through March and April. We will also assist and cooperate with any jobbers who would like to conduct similar schools in their respective cities."

Revolution IN HAT FINISHING

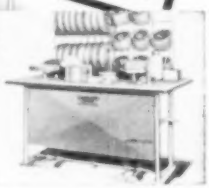
EXCELSIOR System

HAT BLOCKING AND FINISHING





3 to 1 COMPARED TO OLD METHODS + 30 TO 40 HATS BLOCKED AND FINISHED



Master Hatter, Type HM, Model 5 H. Men's outlaws, collarettes, chaps. $275.00 Machine Only

Junior Hatter, Type HM, Model 2 H. Men's hats only. $240.00 Machine Only

Lathing Lathe—115 RPM—¼ HP—110-115 volts AC. $100.00

Standard Hatter Set—Blocks, Hanger, hatter's comb. $125.00

Tip-T Hat Filler & Cleaner, Compound—Safe, not an abrasive. Price F. O. B. factory. $10.00 per gal.

One experienced hatter with this revolutionary new EXCELSIOR SYSTEM OF HAT BLOCKING AND FINISHING has actually blocked and finished 45 hats in one hour. In one day inexperienced operators can be taught to block and finish at from 30 to 40 hats per hour. No such speed and quality was ever before thought possible. Any plant using this revolutionary EXCELSIOR SYSTEM OF HAT BLOCKING AND FINISHING will boost production and profits to an unusually high level. Order today!

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IMMEDIATE DELIVERY

Distributors in Principal Centers

EXCELSIOR MACHINERY COMPANY

Garment Finishing Machines . . . Steam Spotting Machines . . . Pressing Machines . . . Steam and Vacuum Ironing Boards . . . Fabric Head Pressing Machines . . . Puff Irons . . . Hat Blocking Machines

1450 RANDOLPH STREET • DETROIT 26, MICHIGAN

Lewis National Catalog

A 181-PAGE catalog listing products of 188 manufacturers of drycleaning and laundry supplies and equipment has just been issued by Lewis National Corporation, Boston, Mass. The product listings are preceded by a message from Harold F. Lewis, president, and nine pages of useful information reproduced by permission from THE NATIONAL CLEANER & DYER and other trade publications. The book, which contains over 900 illustrations, was prepared by Edward W. Young, account executive of Harry M. Frost Co., advertising agency for Lewis National Corporation.

Heater Catalog

A CATALOG describing its line of hot water heaters and heat exchangers has just been issued by Patterson-Kelley Co., Inc. Illustrated with diagrams and photographs, the catalog contains complete descriptions of the various types and sizes of equipment, including dimensions and capacities. Requests for the catalog, No. 202, may be addressed to the Patterson-Kelley Co., Inc., 24 Wilson Ave., East Stroudsburg, Pa.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New Haertel Storage Unit

A NEW package unit for fur and woolen storage vaults, called the Storagemaster, has been introduced by the Walter Haertel Company. Designed especially for the small operator, the unit handles storage requirements up to 1,000 garments. It includes equipment for fumigation, ventilation and dehumidification, with all operations controlled from a panel on the outside wall of the storage area.

According to the manufacturer, simplification of parts and operations provides for low installation and maintenance costs. The Storagemaster will fit in a small space and requires only electrical connections and elementary ductwork.

Further information may be obtained from the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

New Time Recorder

STROMBERG Time Corporation, New York, N. Y., has announced a new Payroll Recorder designated as Model 14. Specifically designed to help small businesses, the Model 14 is a genuine In-and-Out Recorder, using conventional time cards. The cards are guided by a funnel to the proper space and time is recorded by tripping a bar with the finger tips. Time records are in easy-to-read columns that make irregular recordings stand out when cards are checked and save considerable time in making up the payroll.

Model 14 Recorders are electrically operated from alternating current and are only $11\frac{1}{2}$ inches high, $9\frac{1}{16}$ inches wide and $5\frac{3}{16}$ inches deep. They weigh about 16 pounds when packed for shipment.

Stromberg Time Corporation is a subsidiary of General Time Corporation.

Wilson Products Described

A. L. WILSON Chemical Co. has announced the publication of an illustrated booklet in color which describes and prices all of the company's products—stripping agents, spotting agents, ink removers and penetrating agents. Copies may be obtained by writing to the A. L. Wilson Chemical Co., 38 Passaic Ave., Kearny, N. J.

The company has also announced a new product named "Anhydro." A dry volatile spotter, Anhydro is recommended by the manufacturer for touch-up spotting where it is desired to avoid recleaning.

Sales Managers Manual

A RECENT study made for the drycleaning industry by Robert C. Dille and Associates, Inc., of Chicago, Ill., in collaboration with R. R. Street & Company, Inc., revealed some interesting results about the real wants of route salesmen. According to the study, salesmen are motivated less by the amount of pay they receive than by other less generally recognized desires.

A Sales Manager's Manual published by Dille as a result of the survey indicates the following wants of salesmen, in order of importance: job security, opportunity for promotion, recognition for good work, reasonable compensation with opportunity for increase, congenial fellow workers, interested management, reasonable and defined job requirements. All of these

Pays Off 3 Ways!

ARROW SPONGE PADS
FOR ALL DRY CLEANING PRESSES

ARROW SPONGE PADS are made of a SPECIAL FORMULA OF Airfoam SUPER-CUSHIONING BY GOODYEAR

LOOK FOR THIS REGISTERED TRADE MARK

TRADE MARK ARROW SPONGE PAD KANSAS CITY MO. ARROW MFG. CO. INC.

U. S. PATENT NO. 2482412

PAYS OFF WITH SAVINGS.....

Arrow Sponge Pads more than pay for themselves because they far outlast any other type of padding. Even after months of use, they remain porous and springy.

PAYS OFF WITH CUSTOMERS....

With Arrow Sponge Pads, button and zipper breakage are eliminated . . . no shine to steam out! You'll get quality that brings back satisfied customers . . . . builds profit for you!

PAYS OFF WITH PRODUCTION..

Easier operation of dry cleaning presses equipped with Arrow Sponge Pads enables operators to do better work faster. See how easy "hard-to-finish" garments are pressed.

ORDER DIRECT FROM YOUR JOBBER

ARROW MANUFACTURING COMPANY

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ON-THE-SPOT
DRY CLEANER

Acclaimed by thousands as the ideal cleaner for the $150-$1200 a week operator.

- Washer — 28" x 33"; 35-45 lb. load. Exclusive washing action
- Extractor—BOCK self - balancing, spins clothes practically dry
- Filter—1000 gal. per hour, bag type, easily cleaned
- Backwash
- Automatic controls, timer action
- 140 gal. built in storage tank
- No installation cost

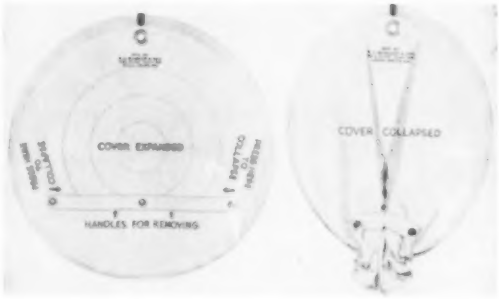
Write today for information
Jobber inquiries invited

A. B. TEMPLE COMPANY
308 W. Burlington, La Grange, Ill.

human wants, the manual points out, can be satisfied by a change in attitude with no material cost.

The results management wants of salesmen are defined as, more volume per customer, a continuous volume of new customers, best possible customer relations, systematic handling of workdays, standard methods of service and sales solicitation, diplomatic settlement of complaints and claims.

The training procedure for route salesmen which Dille and Associates is publishing, based on the survey, covers a manual for the sales manager, a manual for the trainer, and releases for the salesmen strongly supported by an incentive program.



Collapsible Extractor Cover

A COLLAPSIBLE extractor cover has been announced by B. D. Bussard & Son, Albany, Ore. The cover is made of a double thickness of quilted canvas. The mechanism consists of a steel coil spring and carbon steel spring wire placed in a channel between the two thicknesses of canvas on the outside edge of the cover. The spring and wire hold the cover to its complete size. By pressing the sides together, the circle is reduced in diameter under spring tension. The front side is then inserted under the extractor basket rim and the cover is pressed down on top of the basket. When the operator lets go of the sides, the cover snaps into place under the extractor rim.

The collapsible cover is available in sizes to fit all extractors. There are no hooks which might catch on clothing. Cloth handles on both sides for removing the cover from the extractor basket make either side right side up. According to Bussard, the cover can be placed over the top of a loaded extractor in one-tenth of the time required to place a plain cloth cover, and the collapsible cover cannot fly out of the extractor because it is held under spring tension.

The manufacturer has applied for a patent on the new device.

Stadham Names West Coast Distributors

TWO new West Coast distributors have been appointed by the Stadham Company, Philadelphia, Pa., to handle its full line of Hexagon press pads and covers. Stadham will be represented in the state of Oregon by Osmund & Co., Portland, and in Washington by the Carl F. Miller Co., Seattle.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Street Transfers Cutshall to Detroit

R. R. STREET & Company, Inc., Chicago, Ill., has announced the appointment of Harlan Cutshall as its senior field technician in the Detroit and southeastern Michigan territory. Mr. Cutshall has been associated with the drycleaning industry most of his life. For a number of years he operated his own drycleaning plant in Glens Falls, N. Y. Several years ago he entered the technical field service of the National Institute as its representative in the Pacific Northwest. Following that, he served as production manager in one of the largest retail cleaning plants in the Northwest.

HARLAN CUTSHALL

Mr. Cutshall entered the employ of R. R. Street & Company in August of 1949, and for the balance of that year he served as senior field technician in the Cincinnati-Indianapolis area. On January 1, 1950, he "switched" territories with Al Graham, Jr., Street's former senior field technician in the Detroit area.

Mr. Cutshall will be assisted in his new territory by Dale Maple, an industrial engineer formerly employed by the National Institute and several large Detroit plants.

New Portable Rug Beater by Hild

A COMPACT portable rug beater has been developed by the Hild Floor Machine Co. which requires no extra space or special platform. Running this beater over the back of the rug gets out embedded sand and grit which are difficult to dislodge by shampooing and vacuuming, Hild states. Repeating this operation after the rug comes from the dry room shakes out additional sand and grit freed from the pile fibers by the shampoo action. With the Hild beater, it takes one man only 5 to 10 minutes to beat a 9 x 12 rug, it is claimed.

The beater mechanism consists of 23 straps fastened in three rows to a rotating shaft which revolves at 875 r.p.m. A 1/3 h.p. ball-bearing motor drives the beater shaft through a V-belt and pulley arrangement. The beating mechanism is fully enclosed in a cast aluminum housing mounted on two 4-inch wheels and a 3-inch caster revolving in a ball-bearing swivel. Mounted on top of the housing is a vacuum dust collector driven by its own high-speed motor.

The handle of the Hild Beater is adjustable to the operator's height. A safety switch at the handle grip

Use HAERTEL SUPPLIES for FULL PROFITS from FUR CLEANING

Each Haertel product was developed to produce superb results in minimum time. As you know, TIME saved is MONEY saved in fur cleaning operations.

POLAR BEAR and NORTH STAR
The efficient vehicle for solvent penetration of fur and quick expulsion therefrom.

FUR-CLENE
An active solvent. Will not affect fur dyes.

POLARIS
Water base. Dissolves dirt which solvent misses. For beautiful glazing.

Obtain these Haertel supplies from your jobber. Write for helpful suggestions and further descriptions of these Haertel supplies and fur cleaning equipment.

WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.

POLARIZED CARE FOR FURS AND GARMENTS

Walter Haertel Company, 2840 Fourth Ave. South, Minneapolis 8, Minn.

Send me Haertel Catalog 294.

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"My name's Anhydro --a new Wilson dry spotter"

"I'm the baby of the Wilson family of stain removers. Being the baby doesn't mean that I have to grow up before I can do some work for you. No, in fact, I'm asking you to give me an opportunity to show you just how efficient I am right now.

I am safe to "Celanese" and other synthetic fabrics and to colors that solvent will not affect.

I can assure you that you will find me (Anhydro) of great help to you in touch-up and surface stain spotting. After I have done my work, I will evaporate completely, therefore, recleaning isn't necessary.

Try me in conjunction with TarGo or Penso, in the removal of various types of stains. You, then, will see that I belong to the Wilson family of quality products."

—Ask Your Jobber—

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE., KEARNY, N. J.

shuts off the current automatically when the operator's hands are removed.

Further information may be obtained by writing the Hild Floor Machine Co., 740 Washington Blvd., Chicago 6, Ill.

New Milnor Extractor

A NEW 30" Monel Curb Extractor has been announced by Pellerin Milnor Corporation, New Orleans, La. The manufacturer states this new Milnor Extractor was designed to permit easy removal of the Monel curb for cleaning purposes, and that this feature is particularly important to laundrymen using the machine for starch extraction.

According to the announcement, the lightweight spinning cover is safely interlocked until the motion of the basket has stopped completely. It is also impossible to throw the switch to the "on" position until the cover is closed and locked. These safety features comply with the safety code of the National Board of Underwriters.

The drive is the Milnor unit, mounted on prelubricated ball bearings. The new extractor is powered by a heavy-duty Louis Allis Extractor Duty Motor. Drycleaning models are equipped with Underwriters'-approved explosion-proof motors of the same make. Switch boxes are explosion-proof and moisture-proof. Power is transmitted by three B-section V-belts to secure maximum extraction.

The wraparound automotive type brake with large braking surface is said to permit quick stopping. Complying with Federal specifications, the machine is equipped with an automatic power throwoff. Oversize molded balancing rubbers, especially compounded, permit greater off-balance loads, increasing productive capacity and reducing false starts, according to the manufacturer.

Portable Fur Finisher

THE completion of a new portable fur finisher has been announced by Harold Friedman, general sales manager of Reliable Fur Equipment Company. Called the Reliable Lusterette, the machine needs no overhead trolleys and tracks, flexible shafts or heavy motors, the announcement states, but can be plugged in anywhere and used on a table, a form or an ironing board.

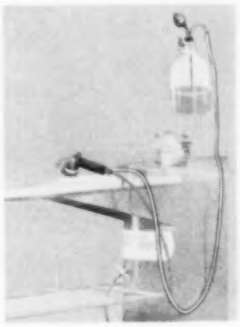
The machine will finish all types of furs, especially beaver or mouton, it is stated. Prebrushing of furs is said to be unnecessary, since the removable and adjustable brush does it in one stroke with regulated heat ranging from 200 to 500 degrees.

Full details may be obtained by writing to Reliable Machine Works, Reliable Fur Storage Equipment Company Division, 230 Eagle St., Brooklyn 22, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Glover Offers One-Gun Prespotting Unit

A NEW prespotting unit introduced by Bill Glover, Inc., Kansas City, Mo., employs a brush through which the chemical is applied to the garment. Steaming and brushing are both accomplished with one gun, freeing the operator's hand to work the garment. According to the announcement, positive gravity feed eliminates pumping from a tank.



The Glover One Gun Pre-Spot Unit employs an adapter unit that fits a gallon bottle. Prespotting solution is mixed to specifications and poured into several bottles at a time.

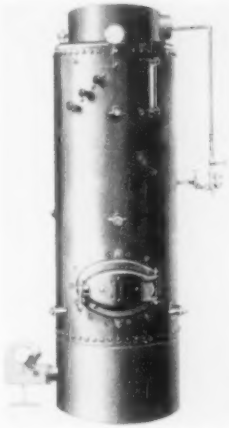
According to Bill Glover, before it was placed on the market the new unit was successfully tested by spotters in plants of all types. The device may be used with any steam spotting board.

Display Firm Names Weinstein

NAT WEINSTEIN has been appointed advertising and sales promotional director of Pargament-Fidler, Inc., and the Capital Poster Service, Inc., of New York City, creators of sales promotional and advertising display material for the drycleaning and laundry fields.

Mr. Weinstein was formerly advertising manager of one of the country's largest drycleaning chains and for many years was associated with several other drycleaning chain-store organizations in promotional and advertising activity. He was recently the radio director and an account executive of a New York advertising agency.

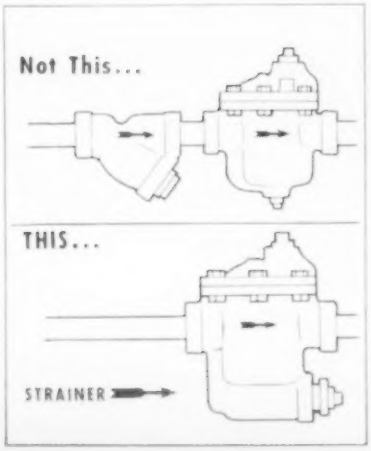
New Vertical Boiler Unit

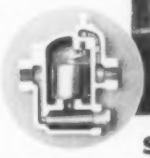


THE Industrial Division of York-Shipley has announced the addition of a complete new line of vertical, tubular, high-pressure, boiler-burner units, sized from 3 to 15 h.p. These units are equipped with a standard York-Heat gun-type burner, automatic controls, low water cut-off, condensate return system and draft adjuster.

Boilers are full length riveted, vertical, tubular, 100 p.s.i. ASME construction, furnished complete with base, combustion chamber and trim. They have been especially designed to provide low-cost, high-pressure steam for laundries, cleaning and

This Little Steam Trap with the Strainer BUILT RIGHT IN....





Saves Labor . . . Fittings . . . Time and Money • It's the ARMSTRONG No. 880

AN ECONOMICAL steam trap for draining small presses, steam irons, hose forms, small tumblers and similar equipment naturally has a small orifice because it's a little trap. When dirt and scale conditions are rough it's wise to use a strainer to avoid clogging up.

The Armstrong No. 880 is the ideal answer to such a condition. The strainer is built right into the body, eliminating a separate strainer, extra fittings and considerable installation labor. Better yet, the initial cost is $1.00 to $1.25 *less* than the cost of a trap plus a separate strainer.

Look over your small trap applications and order the traps you need now from your nearby Armstrong representative.

Learn the advantages of Armstrong Laundry Traps. Send for Bulletin 193.

ARMSTRONG MACHINE WORKS
850 Maple Street Three Rivers, Mich.

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ADSORPTION is good English
. . . and the key to Quality Dry Cleaning!

Adsorption is not a common word. But *it is* good English for the ability of Blue Label Darco to trap all kinds of residues that foul your cleaning solvent.

Darco "sweeps" colors, odors, and fatty acids out of the circulating solvent—*adsorbs* them to its surfaces before they can be deposited on the clothes. You get sweet-smelling, *quality* dry cleaning every time without the bother and expense of special "sweeteners," *plus* improved performance from washer, still, filter, and tumbler.

Easy to use! No special equipment required. Just put Darco in your washer or trap before you start—one pound of Darco to each one hundred pounds of clothes.

See your Darco distributor *now!* Write for "Handbook of Solvent Recovery."

DARCO

DARCO—REG. U. S. PAT. OFF.

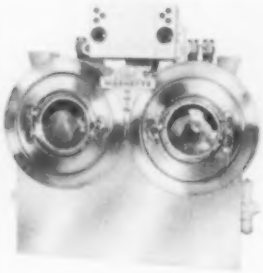
DARCO
CORPORATION
60 East 42nd Street, New York 17, N. Y.

pressing plants, and other types of plants requiring quick automatic steam.

For complete specifications write for Bulletin HD-50-44 to York-Shipley, 20 Jessup Place, York, Pa.

Cook Improves Washette

THE Cook Machinery Sales Co., Dallas, Texas, has announced that the new Cook Washettes are now available with fully automatic controls that will complete an entire washing cycle, with the exception of adding supplies, in 19½ minutes. This washing cycle includes two 5-minute suds-rings and three rinses.



Other new features include a carbon-to-brass rear bearing water seal that is self-sealing and is said to require no adjustments. All parts of the Cook Washettes, including the base, are now fabricated of stainless steel and equipped with brass hardware.

The Cook Washette line includes the Junior (25 lb. capacity), Master (40 lb. capacity) and the Twin (18 lb. and 25 lb. capacity per basket). These three models are still available with manual controls or semi-automatic controls.

Sanitone Appoints Chisholm

THE appointment of James Chisholm as the new Sanitone district manager for the Northeast territory has been announced by Emery Industries, Inc., Cincinnati, Ohio. Mr. Chisholm's territory includes New England, south to Virginia and west through eastern Ohio.

JAMES CHISHOLM

A graduate of the University of Cincinnati, Mr. Chisholm joined Emery Industries as a senior engineer in 1948. Formerly he had been development engineer for the Trailmobile Corporation, located in Cincinnati, Ohio.

Kohnstamm Laundry Book

A NEW edition of "Betterway Washing Talks" has just been published by H. Kohnstamm & Co., Inc., 83 Park Place, New York 7, N. Y., and is available without charge upon request to the company. The book covers a variety of subjects including washroom practices, supplies, various problems and their solutions, and "Questions and Answers" sections on washroom practices and starching.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Engebretson Joins Farrington

NORMAN ENGEBRETSON

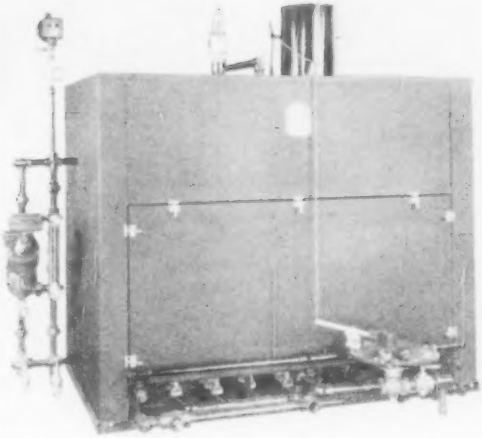
NORMAN ENGEBRETSON, for the past 15 years associated with The Unipress Company of Minneapolis, Minn., has entered into partnership with Paul Farrington, Kentucky Unipress distributor. Their firm will be known as The Paul Farrington Company and will have the exclusive Unipress distributorship in Kentucky and southern Indiana.

Until recently a field engineer for Unipress, Mr. Engebretson has served in the past as field representative for the entire Unipress line of laundry power presses and rotomatic units.

Parker Designs New Boiler

THE new Model 50 Parker Industrial Boiler, designed especially for cleaning and laundry plants, has been introduced by Sid E. Parker Boiler Mfg. Co., Los Angeles, Calif. Available in either gas-fired or oil-fired types, sizes 4-½ to 100 h.p., ASME, the new model is said to offer many basic improvements and features. According to Sid E. Parker, veteran boiler designer, the model incorporates a new principle that has reduced radiation loss and related problems and at the same time has provided "staggered tubing" with readily accessible openings for cleaning tubes separately or in sections.

The U-shaped drum, a feature of Parker Industrial Boilers, is retained, and a mud trap is provided at the base of each leg of the inverted "U". Traps are below the fire, and water enters above the trap but below the fire, thus eliminating much sediment before it enters the tubes. A main blowout line off the bottom leg on



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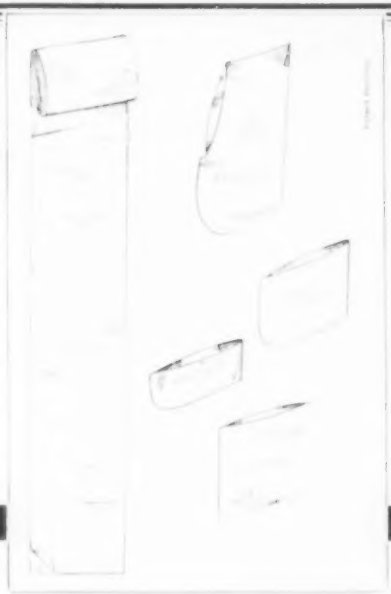
Now on a Spool
Cut and folded to right width

- **ELIMINATES WASTE**
- **SAVES CUTTING TIME**
- **IT'S GOOD'N HANDY**

Three kinds—Ivory White, Pearl Gray, Canvas Twill, $3.50—per 10 yard spool. Available Nationally through Distributors or write us direct.



manufactured by

R. D. BUSSARD & SON 505 E. 5TH AVENUE ALBANY, OREGON

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CLEANERS AMAZED
with Lusterway
FUR CLEANING
demonstration at Convention

*Lusterway** PROCESS

and

Lusterway
FUR FINISHER

Give gleaming new-like beauty to soiled Fur Coats and Scarfs in minutes — at low cost

Of all the fine exhibits at Chicago's recent convention, few impressed cleaners more than the exceptional demonstration of how easy it is to be a fur expert when you have the Lusterway process at your command. Cleaners watched with interest as furs—from mink to nutria—came out with lustre, sparkle, life and brilliance. Cleaners saw the safety, the speed and the profit-possibilities demonstrated before their eyes. Let us tell you what we SHOWED the convention in the way of increased revenue and prestige from handling furs.

WRITE DIRECT—or ask your jobber

*Reg. U. S. Pat. Off.

ROOT & CO.
11 IONIA AVE., SW
GRAND RAPIDS 2, MICH.

each side of the "U" drum provides easy removal of solids.

According to Mr. Parker, the whole assembly is fully flexible so that it expands and contracts with temperature changes, thus eliminating leaks, bursting and warping. The new boiler is designed to be practically immune from boiler explosion, Mr. Parker states, because of the small water capacity and the flexible design. Full-length cabinet doors on front and rear provide quick access to drum and tubes. Oil-fired models are complete with a precast firebox which requires no brick setting.

Street Offers Cleaning Room Manual

R. R. STREET & Co., Inc., recently announced the release of a new "Complete Manual for Dry Cleaning." Designated as Street's Technical Bulletin No. 5307, this new 20-page manual contains information for both petroleum and chlorinated solvent plant operators.

In addition to recently revised instructions on the use of Street's anhydrous emulsifier, this manual contains chapters on cleaning room technique in general, including chapters on Washer Operation; Filtration; Distillation; Use of Adsorptive Sweeteners; Extracting; Tumbling; Operating Time; Rotary Pumps; Tank and Washer Renovation; Solvent Analysis; Prespotting; Weighing; Fabrics, and a unique Soap and Loading Chart.

Requests for free copies of the cleaning room manual should be sent, on a company letterhead, to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.

New Producer for Perry Equipment

THE Perry drycleaning and solvent reclaiming (Solvo-Miser) machines are now being manufactured by a new firm, the E. J. Perry Corporation of Fall River, Mass. According to an announcement by Harry R. Hoyt, president and treasurer of the corporation, while the management and ownership are new, most of the employees have been retained. Charles Lindsey is plant manager and Elvin Lavalette general superintendent.

HARRY R. HOYT

The announcement also stated that all Perry drying tumblers and solvent reclaimers now have as standard equipment a lint screen drawer and two electric motors with thermostatic protection. Other production improvements have also been made, it was stated.

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York-Shipley Literature

SEVEN new pieces of literature describe the complete line of York Power Steam-Pak Generators. These include: Gas Fired (N series) for natural, manufactured or mixed gas; Oil Fired (3 series) for light fuel oil; Combination Firing (N3 series) for No. 3 oil and gas; Oil Fired (5 series) for No. 5 fuel oil; Combination Firing (N5 series) for No. 5 fuel oil and gas; Heavy Oil Fired (6 series) for heavy Bunker C oil; Combination Firing (N6 series) for No. 6 oil and gas.

This literature includes descriptive specifications and dimensions of each series, plus photographs testifying to operating efficiency and consumer acceptance.

Requests for the bulletins should be addressed to York-Shipley, Inc., 320 Jessop Place, York, Pa.

Hammond Ships Abroad

PICTURED on the two trucks are 20 Hammond Laundry Drying Tumblers leaving the Hammond Laundry and Cleaning Machinery Company of Waco, Texas, to be shipped to Antwerp, Belgium. The second such shipment in the past six months, it will be followed by two more shipments of the same size.

These tumblers will go to distributors in Brussels for placement in plants in France, Belgium and Switzerland. With the cooperation of Launder-Ease, Inc., of New York City, the Hammond Company received its initial order for one laundry tumbler for shipment to Brussels some six months ago.

Chicago School Offers Courses

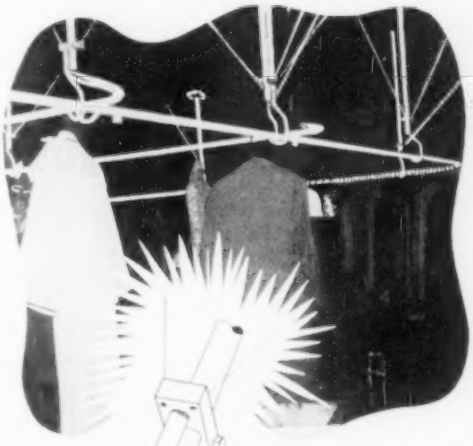
COURSES in drycleaning, wetcleaning, spotting, finishing, hat blocking and hat making are offered by the Unique Institute of Cleaning Trades, Inc., 920

Dry- and wetcleaning course includes practice, applied science, textiles

DO IT YOURSELF

with TIME SAVERS PRE-ENGINEERED

"HI-SPEED" RAIL FITTINGS!



Above—Actual "HI-SPEED" Installation.

Left—Suspension Set consisting of:

Adjustable Clamp

Rail Hook

Flush Coupling (with right and left threads for easy assembly).

It's no trick to install your own Speed Rail system when you use Time Savers "HI-SPEED" Rail Fittings. Forget welding, tapping, threading and drilling. Time Savers Flush Coupling is the magic key to flexible construction. Sturdily designed with bored hole for rail hook—no welding of hook to line. Simply insert flush coupling into pipe ends and screw up tight against shoulders of coupling for perfectly smooth, strong unions. Easily installed—easily taken apart.

Switch-in, switch-off with our ready-made switches and branch-ins. "HI-SPEED" insures the routing of work in your laundry or cleaning plant with the precision and flexibility of a railroad yard; saving your precious dollars.

Send us your layout today for free estimate. Our engineering dept. will make necessary suggestions without obligation.

"HI-SPEED" Rail Fittings—sold by the better jobbers.

☐ Send your "HI-SPEED" Manual.
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Firm Name
Address
City State
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KIDDYKOLOR GARMENT BAGS

"Great Business Stimulant"
SAYS MILTON ROSENBERG
Calumet Supreme Cleaners, Inc., Chicago

"We find KIDDYKOLOR bags to be a great business stimulant. At long last we have something to reach the customer through the child. Our drivers tell us that they are now greeted at the door by the children to see what kind of bags are covering the cleaning orders. KIDDYCOLOR bags are now completely covering the walls of children's rooms and are hanging in the classrooms of many schools."

"Obtaining New Customers" SAYS J. T. REED
Yerbury-Dana Company, Inc., Rock Island, Illinois

"Our customers are very much pleased with KIDDYCOLOR garment bags. We also find that families without children who receive these bags often pass them on to those who do have children. This, of course, carried our name to many more people . . . possibly new customers. We feel that KIDDYCOLOR bags definitely help increase our business by obtaining new customers."

CHILDREN BEG FOR THEM

Now being used with amazing success by alert cleaners all over the country, KIDDYCOLOR bags can boost your sales, too! Every bag is like a page from a giant color book. Children beg for them . . . and mothers respond with more cleaning orders. Cash in on the powerful advertising and sales value that KIDDYKOLOR bags offer. New illustrations printed regularly. Free newspaper ad mats and handbills for tie-in promotion. Write, wire or 'phone for samples and prices.

KENNEDY CAR LINER & BAG CO., INC.
SHELBYVILLE, INDIANA

E. 43rd St., Chicago 15, Ill. In addition to practical instruction, students are trained in business management.

The school was founded by the director, E. Carpenter, a former plantowner. It is approved for qualified veterans. Both day and evening classes are held. Literature and further information may be obtained by writing direct to the school.

Brotherton Joins Kohnstamm

CHARLES E. BROTHERTON, well-known allied tradesman, has joined the staff of H. Kohnstamm & Company, Inc., New York City, it has been announced. Mr. Brotherton has been active in the laundry and drycleaning supply field in the metropolitan New York and Philadelphia areas for a number of years and is experienced in all phases of the distribution of chemicals and equipment.

CHARLES E. BROTHERTON

The addition of Mr. Brotherton to the Kohnstamm organization, the announcement states, is intended as a move to expedite the distribution of the firm's manufactured products through improved facilities and faster service to the trade, as well as the efficient handling of the many jobbed items in warehouse stocks.

Sec-O-Matic Expands Sales Activities

TO MEET the increasing demand for Sec-O-Matic's automatic synthetic drycleaning systems, the following appointments of new distributors have been announced by Willard C. Blaisdell, vice president and general manager:

For Indiana, western Illinois and western Kentucky—R. M. Cherry Company, 106 E. Market St., Indianapolis, Ind. For Louisiana and Mississippi—National-Simplex-Bludworth, Inc., 616 Girod St., New Orleans, La., Leonard V. McCrea, district representative. For Maryland—National-Simplex-Bludworth, Inc., 43 S. Gay St., Baltimore, Md.; Robert Pollock, district representative. For Virginia—National-Simplex-Bludworth, Inc., 121 Randolph St., Norfolk, Va.; Robert Tidden, district representative. For Washington State and Oregon—National-Simplex-Bludworth, Inc., 2716 Second Ave., Seattle, Wash.; Jerry Gilmore, district representative.

All of these representatives have recently returned from a sales and service conference at the Sec-O-Matic Corporation's main plant in Bloomfield, N. J., and are enthusiastic about prospects for the coming year, it was said.

Curved Fluorescent Sign

THE new Curv-O-Syn announced by Ernco Products Company, Ann Arbor, Mich., incorporates a 15- or 20-watt fluorescent bulb with bright panel colors for a brilliant effect. The frame is stamped from 20-gauge steel and comes in brown wrinkle finish or hammered silver.

The message face is of curved, nonbreakable plastic

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and panels are available in all colors. An even light over the entire message panel is obtained by having the panel mounted close to the bulb. The installation of the message panel is said to be quick and simple. Additional panels with various messages can be ordered.

Curv-O-Syn can be either hung or placed flat on any level surface. Over-all length is 24 inches and face width 5 inches.

Lam-Tex Floor Mat

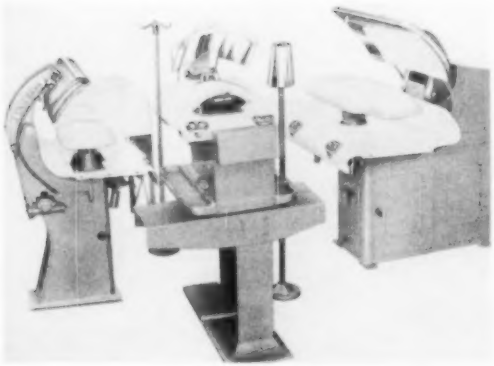
A NEW synthetic rubber floor mat, tradenamed "Lam-Tex," has been introduced by Burgess-Berliner Associates, St. Charles Industrial Development Engineers, St. Charles, Ill. Designed to reduce fatigue suffered by standing workers, the mat is porous and

springy, and is said to resist rotting from age, moisture, oils and from chemicals used in the drycleaning and laundry industries. The pad is 20 by 36 by $\frac{1}{2}$ inches, with beveled edges.

Unipress Announces Sport-Shirt Unit

A NEW Short Sleeve Sport Shirt Finishing Unit that can be operated by either one or two girls has been announced by Unipress Company. The unit consists of a sleeve press that irons both sleeves in one operation, a combination collar and yoke press and a body press. According to L. C. Maxwell, vice president and general manager of Unipress, high production can be obtained from the unit using only one girl when sport shirts are put on hangers after finishing. Peak production can be obtained with a balanced two-girl operation when shirts are folded on a folding machine.

Both synthetic fabric and regular fabric shirts can be ironed on the unit, it is stated. A quick twist of a



ARE YOU SATISFIED WITH YOUR PRESENT INCOME?

If you're not, investigate the Berlou "Profit-Builder" Plan that last year added $1,000 to $5,000 EXTRA NET PROFIT to over 10,000 United States and Canadian firms.

Yes, Berlou's "Profit-Builder" Plan can help you build up your service business and boost your over-all profits, because people appreciate a Berlou 5-year guaranteed mothproofing job. And you'll like Berlou's liberal cooperative advertising plan, national advertising campaigns, and free sales aids because they bring new customers and help hold old ones.

Make life easier and more profitable for yourself—send for your free copy of Berlou's "Profit-Builder" Plan TODAY!

BERLOU MANUFACTURING COMPANY
35 Blaine Avenue
Marion, Ohio

MAIL THIS COUPON NOW

Berlou Manufacturing Company
35 Blaine Avenue
Marion, Ohio

Gentlemen: Of course I want to make more money. Send me Berlou's "Profit-Builder" Plan.

Name _____

Address _____

City _____ Zone _____ State _____

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convenient dial controls air pressure and steam so that correct pressure and temperature are quickly obtained to process all sport shirts. The entire unit, including folding table, occupies a space of only 9'10" x 7'3", or less than 72 sq. ft.

A new catalog giving complete specifications of each press of this new unit will be sent on request by Unipress Company, 2800 Lyndale Ave. S., Minneapolis, Minn.

Plastic Wetcleaning Apron

THE Newhouse Company, Glendale, Calif., recently introduced a wetcleaning apron for spotters. Made of special, heavy-duty transparent plastic, the apron is adjustable to any size person, slight or heavy-set. This is accomplished by a sliding string which automatically raises the bib to the proper height when tied around the waist.

Another feature of the apron is its deep, turned-out, open hem. This hem forms a trough which carries any surplus water off the ends and thus protects the spotter's feet from getting wet.

According to E. J. Newhouse, the wetcleaning apron has been well received by spotters.

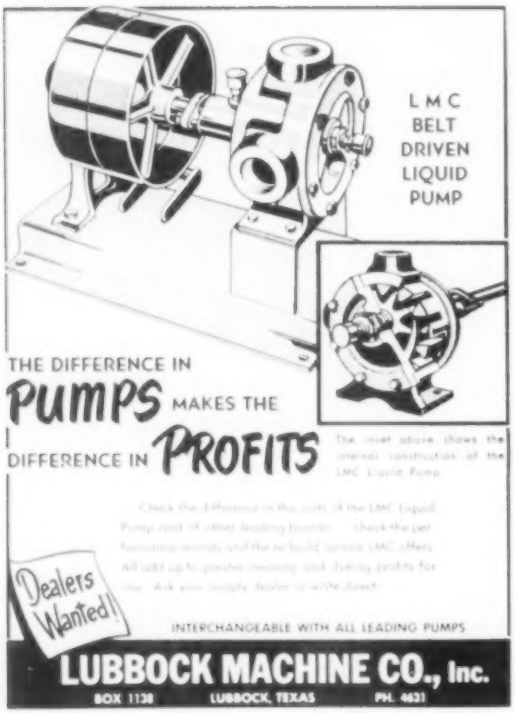
Fumol Moth-Protection Products Reduced

FUMOL Corporation, Long Island City, N. Y., has announced a price reduction on two of its moth-protection products—Fumol OS 40 and Fumol SS 60. The new price represents a permanent 20 percent reduction.

The products are formulated specifically for two types of drycleaning plants: Fumol OS 40 for those having petroleum systems, and Fumol SS 60 for those utilizing synthetic systems.

Combination Cleaning-Laundry Rack

A NEW all-steel bundle and garment rack that may be used for loading from wrapping table to trucks, for both drycleaned garments and heavy laun-



NEUTRACIDE

A cop to stop
—running and contact stains on colored work

Wet cleaning departments of dry cleaning plants, rug cleaners and laundries will find NEUTRACIDE the sour that can be depended on to be "true to the colors."

It reduces formation of bacteria, eliminates odor and acts as a mordant. Neutralizing power is high. Economical too . . . soluble one pound to the gallon.

Order from your jobber, or direct. Dept. N. 5

LEWIS NATIONAL CORPORATION
29 Sleeper St.
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PRECISION BUILT...
Over 8,000 Machines in Use!

NATIONAL
LEVER PRINCIPLE HAND MARKING MACHINE

THREE STYLES
6, 8 or 10 character

THREE TYPE SIZES
12, 15 or 18 point

Metal type, under pressure, comes in direct contact with the goods . . . the *only* means that insures clear, permanent, legible marks on rough surfaced goods like bath towels.

Automatic type aligning device — insures clear, straight marks.

Ink pad covered except when inking type—prevents ink drying out.

Indicator strips on both sides of each typesetting lever—assure speed and accuracy.

Precision parts made of carbon steel, high strength gray iron, bronze, brass and special alloy steel—assure trouble-free operation, longer, more economical service.

THE NATIONAL MARKING MACHINE CO.
4026 Cherry St. Cincinnati 23, Ohio

• *NO OTHER MACHINE has all these features!*
Call your NATIONAL distributor.

SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION AND OPERATING SYSTEMS

dry bundles, has been introduced by the Speare Co., 2235 S. Ford Ave., Chicago, Ill.

The handy 2-in-1 rack, which will hold 500 pounds of laundry, features movable shelves that swing up and out of the way to provide ample room for 20 to 30 dry-cleaned garments. It rolls on 4-inch swivel casters, and has a heavy-duty built-in hanger bar.

The bundle and garment rack is 54 inches long, 21 inches deep, 68½ inches high, and weighs 150 pounds (shipping weight).

Dow Promotes Seiler

WALLACE U. SEILER, formerly of The Dow Chemical Company's Ann Arbor Laboratory, has been made a member of the firm's technical service and development division in Midland, Mich.

WALLACE U. SEILER

Mr. Seiler will work on the development of new chlorinated hydrocarbons and new applications of present materials in the drycleaning and metal degreasing fields.

A native of Indiana, Mr. Seiler was educated at Purdue University in chemical engineering. He did graduate work at the University of Michigan.

Armstrong to Distribute Ajax Presses

FORREST ARMSTRONG

THE Western Laundry Press Company, Salt Lake City, Utah, has appointed the Armstrong Machinery Company, with principal office at 381 Peachtree Street, N. E., Atlanta, Ga., Southeastern distributor of Ajax Presses in the territory comprising Virginia, North and South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi and Louisiana.

The Armstrong Machinery Company, of which Forrest Armstrong is president, has 12 sales engineers qualified in plant production, particularly in the finishing of shirts and wearing apparel. A branch office is maintained at 1001 Baronne, New Orleans, La.

Meese Enlarges Sales Organization

REASSIGNMENT of territories and additions to the direct sales force have been announced by Meese, Inc., Madison, Ind. The company's representatives and their new territory assignments are: John A. Wurtz—Illinois, Kentucky, Tennessee, Mississippi, Alabama, Georgia; Frank G. Hanson—Ohio, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, North and

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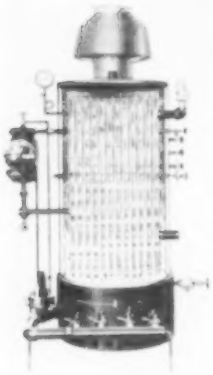
STEAM —AS YOU WANT IT . . . WHERE YOU WANT IT



The KANE Boiler is built to 15 M.E. (Dry-Cleaning) or even to 30 H.P.

the KANE BOILER PACKAGE

Each KANE BOILER PACKAGE is carefully considered by us as an "individual" job—from the customer's requirements to the finished unit. And each BOILER PACKAGE is a compact, self-contained steam source that includes the correctly sized KANE Automatic Gas-Fired Boiler complete with gas burner and controls to maintain required steam pressure, and an M-K-O Automatic Boiler Feed system designed to return condensate and supply make-up water as required for highest operating efficiency.

Engineered Steam at its best, with four decades of experience at your disposal—so, send your steam problem to us for study and recommendation.

ENGINEERED STEAM AT ITS BEST

MEARS-KANE-OFELDT INC

1903-1915 EAST HAGERT STREET, PHILADELPHIA 25, PA.

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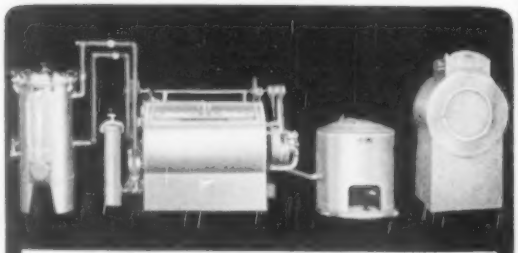

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Twenty-three years of successful manufacturing experience devoted to assembly line, low cost production of dry cleaning unit systems is a prime reason why you should write for a quotation from Standard NOW.

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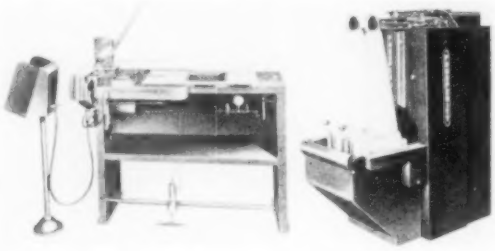
MANUFACTURERS OF COMPLETE DRYCLEANING EQUIPMENT: TUMBLERS, EXTRACTORS, FILTERS, AND DRYCLEANING WASHERS

South Carolina, John T. McKeon—New York, northern Ohio, Michigan, Minnesota, Wisconsin, Iowa, Nebraska, North and South Dakota, Charles B. Stoltz—Texas, Louisiana, Arkansas, Oklahoma, Missouri and Kansas.

All of these men will work under the direct supervision of the main offices at Madison, Ind. The New York City and New England territories will be contacted by the company's New York office under the direction of F. B. Tyroler. Glenn B. White and Associates, direct representatives of Meese, will continue to serve the western United States through their offices in San Francisco, Portland and Los Angeles.

Prosperity Offers New Shirt Equipment

FULL-SCALE promotion of two new shirt finishing tools, the Prosperity Cabinet Sleeve Press and the Prosperity Automatic Shirt Folding Machine, has been launched by the Prosperity Company, Inc., Syracuse, New York. The company's advertising points up special



features of the new sleeve press and efficiency of the automatic folding machine as eliminating irregularities and bottlenecks.

Indications are, according to the manufacturer, that a new high in Prosperity shirt-unit sales will be realized during 1950 as the result of incorporating these two new finishing tools as standard equipment in the Prosperity two- and three-girl Davis Shirt Units.

Peruvian Importer

A DEPARTMENT for representing manufacturers of equipment and supplies has been established by J. Romero Acosta, proprietor of La Espuma Blanca, drycleaning and laundry establishment at Jorge Chavez 301, Lima, Peru. The company plans to import and sell these products directly to local firms.

Morris & Eckels Opens Birmingham Branch

JOHN T. LOWE, president of The Morris & Eckels Co., a wholly owned subsidiary of Carman & Co., Inc., of New York, has announced the opening of a branch in Birmingham, Ala. Suitable warehouse and office space has been rented at 214 N. 25th St., from which the company will be able to give better service to laundryowners and drycleaners located in Alabama.

The new branch will be operated by Ed Smith under the direction of Harry Hannah, manager of The Morris & Eckels Co. of Atlanta, and under the general supervision of John T. Lowe, president of The Morris & Eckels Co. with headquarters in Baltimore.

In the South and Southeast The Morris & Eckels Co. now has a complete stock of supplies in Baltimore, Md., Alexandria, Va., Greensboro, N. C., Norfolk, Va., Atlanta, Ga., Birmingham, Ala., Jacksonville, Fla., and

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limited stocks in public warehouses in Norfolk, Va., Miami, Fla., and Tampa, Fla.

Automatic Scoop

A PATENTED stainless steel hand scoop that automatically weighs as it scoops has been introduced under the name "Econo-Scoop." The easy-to-read scale, located right in the handle, shows instantly how much material is being scooped. The one size being introduced weighs to five pounds. The weighing mechanism is adjustable for use with any size scoop.

Designed by a chemical engineer familiar with practices of chemical plants, laundries, cleaning plants, etc., Econo-Scoop is said to be resistant to their various processing materials.

For further information, write to The Blenco Company, 213-217 Havemeyer St., Brooklyn 11, N. Y.

Annual Eaton Sales Clinic

THE annual sales clinic of Eaton Chemical and Dyestuff Company, of Detroit, Windsor and Toronto, was held in Detroit January 25-28. General sales problems and policies were discussed, and several new products were presented to the sales staff.

At luncheon on January 25 the company presented service lapel buttons to men and pins to the ladies who have been with the company for five years or more. Rufus W. Clark, former chairman of the board and now retired, is credited with the longest service record, 48 years, with Richard C. Hedke, vice president and general manager, in second place with 42 years.

Gerald T. McCray presided at the sessions for consideration of industrial chemicals, and Raymond F. McDonald at those covering products manufactured for the laundry and dryecleaning industry. A special meeting was held January 26 for the Canadian industrial salesmen, at which Howard G. Oster, Windsor manager, presided, and R. George Edgington, of Wyandotte Chemicals Corporation, was the guest speaker. Ernest W. Findayson, general manager, Canadian Research Institute of Launderers and Cleaners, was guest speaker at luncheon on January 27.

General chairman for the clinic was Richard C. Hedke, vice president. Among the speakers were Berrien Eaton, president; Mr. Hedke; Rotheus F. Cole, chief chemist, the sales managers, Raymond F. McDonald and Gerald T. McCray; Howard G. Oster, Windsor branch manager, and H. Kenneth Robinson, Toronto branch manager.

At the dinner for the sales staff held at Windsor, January 27, Melvin R. Espeland of Dallas, Texas, was toastmaster. Hazen P. Wilson acted as chairman of the dinner and entertainment committee. Among the special guests were E. W. Findayson; John W. Grout, Nantucket, Mass.; Rufus W. Clark and Berrien Eaton, Jr., of Detroit. Out-of-town sales representatives included Earl S. Bullock, Pasadena, Calif.; Frederick J. Rowe, Scotia, N. Y.; Robert A. Cole, Ft. Wayne, Ind.; John E. Grout, Atlanta, Ga.; Wilmar W. Kaufmann, Saginaw, Mich.; Ellis Hamilton, Montreal, Quebec; H. Kenneth Robinson, John M. Bates, Ernest G. Bainbridge, John J. Hipkins, Ernest L. Linton, Robert R.

Columbia

LOW COST ACCESSORIES TO SPEED SALES AND SERVICE

Step savers and time savers are *money savers* . . . AND customers come back to the store that offers quick, efficient service. These COLUMBIA accessories cost little, but earn profits for you.

COUNTER RACK
A great convenience in the busy store. Keeps counters clear and saves garments from wrinkles. Triple plated, polished chrome.
$4.95 EACH

GARMENT BAGGERS
Available in 3½ ft. and 6 ft. lengths for low or high ceilings. Triple plated, polished chrome.
$2.95 EACH

HANGER STAND
Solves the problem of tangled hangers—¼ in. galvanized wire construction.
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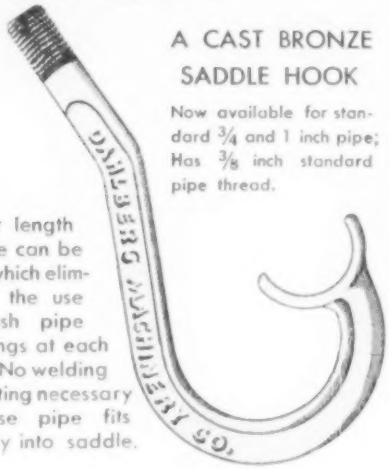
DAHLBERG'S NEWEST SLICK-RAIL FITTING . . .



A CAST BRONZE SADDLE HOOK

Now available for standard 3/4 and 1 inch pipe; Has 3/8 inch standard pipe thread.

Longer length of pipe can be used which eliminates the use of flush pipe couplings at each hook. No welding or bolting necessary because pipe fits snuggly into saddle.

This new Fitting makes installations easier, and saves time and labor costs.

For full information write to

DAHLBERG MACHINERY COMPANY, INC.

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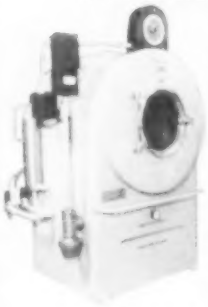
You've Waited Long Enough

...HERE IT IS!



Hammond 35 lb. Atomic Open End Monel Washer WITH Fully Automatic Controls

Prompt delivery at present—but you better hurry because we are moving these washers at a terrific rate. All the famous Hammond time saving qualities are included in every washer.

Always In Front

They never stand still! Hammond machines forge ahead with finer and longer lasting qualities. The Atomic washer now equipped with fully automatic controls does the entire job—fills, washes, dumps, refills and rinses. You liked it before—You'll like it even better NOW with the fully automatic control station. It makes other washers obsolete.

For full particulars concerning this and other Hammond machines write, wire or phone, today. Waco, Texas

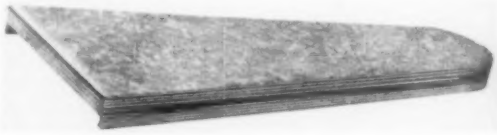
HAMMOND

LAUNDRY-CLEANING MACHINERY CO.

Warner, all of Toronto, and Howard G. Oster and Donald E. Wellman, Windsor.

Columbia Spotting Table Adaptor

A SPOTTING table adaptor, designed for prespotting or regular spotting, has been announced by Columbia Appliance Corporation, Long Island City, N. Y. Built in two sizes to fit Cissell and Glover spotting



machines, the adaptor is said to be easily fitted or removed from the unit. The adaptor is made with a Formica top, which it is claimed will not chip, crack or peel, trimmed with 2½-inch aluminum molding.

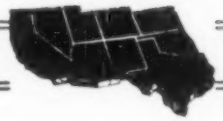
Ames Adds 500 H.P. Unit

AMES Iron Works, Oswego, N. Y., has announced an addition to its line of automatic packaged-type units, with the development of the 500 h.p. Amesteam Generator, available in pressures from 15 to 200 lbs. and for firing with oil or gas. In areas where both oil and gas are available, oil-gas combination units may be used to take advantage of varying seasonal fuel costs.

The new 500 h.p. Amesteam Generator is furnished complete, ready for installation on boiler-room floor, as are the other 18 sizes from 10 through 400 h.p. When connected to steam, water, fuel, electric lines and to breeching or stack, they are ready for operation. The only foundation required is a level floor of sufficient strength to carry the load.

Furnace and tubes are arranged to permit a smooth flow of hot gases over all heating surfaces. This permits a high rate of heat transfer, low exit gas temperature, and speeds up water circulation, the company states.

PEOPLE AND PLACES

SOUTH  **WEST**

Homan Avenue Cleaners, Ft. Worth, Tex., has been purchased by Harvey Henry.

Oxford (Kans.) Cleaners has been sold by Mrs. Loren Brooks to Mr. and Mrs. C. G. Holland, Jr.

Mr. and Mrs. Robert E. Carter have purchased a drycleaning establishment at 3000 W. 19th St., Denver, Colo.

Dudley Shannon, owner of A-1 Cleaners, Pawhuska, Okla., has opened a branch office in Barnsdall.

Scott's Cleaners has been opened at Mart, Tex., by Willie Scott.

A branch of Pacific Coast Cleaners has been opened by Mr. and Mrs. John Hedrick at 25 Boyd Rd., Concord, Calif.

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Frank Scianna, proprietor of Frank's Cleaners, 4905 S. Durfee Ave., Pico, Calif., has purchased the building and lot on which his business is located and plans improvements.

Mr. and Mrs. John Nunn, operators of Beatty Cleaners, Goldfield, Nev., have installed new equipment.

George F. Wagenleitner has announced intention to sell The Mode Cleaner, 2504 Wilshire Blvd., Santa Monica, Calif., to Guy A. Fell.

Asquire Cleaners No. 1 has moved to new and larger quarters at 106 Burke Ave., Lufkin, Tex. Owner D. C. Cook has installed new cleaning equipment.

Mr. and Mrs. Eino Uihero, owners of Artway Cleaners, have celebrated the 20th anniversary of their business on College Ave., Oakland, Calif.

Willis Cleaners, Horton, Kans., has been sold by Mr. and Mrs. Clarence Willis to Mr. and Mrs. Herbert Hornbeck. The name has been changed to Modern Cleaners.

Swenson's Professional Dry Cleaners, 11518 Long Beach Blvd., Lynwood, Calif., has been sold by Fred C. Swenson to Dwight Gilbert and Charles Schultz.

Vici (Okla.) Cleaners has moved to a new location in the Richards Bldg.

A rug and upholstery cleaning plant has been established at San Saba, Tex., by J. E. Long and George Harkey.

Mr. and Mrs. Ollie Frick have purchased a cleaning establishment at Lyons, Kans., from John Duke. The new owners also operate the Sterling (Kans.) Laundry.

B. and B. Dry Cleaners has been opened by Bill and Marian Bailey at 1501 Wilshire Blvd., Santa Monica, Calif.

Dan H. Wilson has opened a cleaning establishment at 4256 S. Broadway, Englewood, Colo.

Tip Top Cleaners, Seymour, Tex., has been sold by Charles Martin to George and James Albritton.

Melvin Shutt has established a cleaning plant at Chase, Kans.

Huntington (Tex.) Cleaners has been leased by J. C. Havard and Melba Durham from C. S. McMullen.

Brownie Cleaners, 5510 College Ave., Oakland, Calif., has been sold by Mr. and Mrs. Mario Bertolani to Mr. and Mrs. Ralph Sibert.

Nu-Way Cleaners has been opened on W. Center St., Fallon, Nev., by Buddy Hart, Fon Gibbs and Bob Axelson.

Maurice D. Rutledge has announced intention to sell to Samuel Bright San Carlos (Calif.) Cleaners and Deluxe Laundry, 949 Laurel St., with branches in Burlingame, Redwood City, San Mateo, Palo Alto and Mountain View.

The completion of Hooker (Okla.) Cleaners' plant was celebrated by owner Grady Lucas with an open house.

A new plant for Elite Cleaners, George West, Tex., is under construction on Houston St.

American Dry Cleaners and Laundry has been opened by Harry Slocum on Whitney Alley, Bishop, Calif.

Mr. and Mrs. Clifford Morgan have announced plans to open a drycleaning business in Verden, Okla.

Melvin Bahlman has leased the drycleaning plant at Robert Lee, Tex.

Intention to sell to A. B. Crist the Yorke Cleaners, 123 N. Avenue 64, Los Angeles, Calif., has been announced by Margaret Yorke.

A. B. Dawson's Cleaners, Wills Point, Tex., has been purchased by Glenn Teel and renamed Teel Cleaners. The new owner is remodeling a building to which he will move the plant.

Airway Cleaners, 308 E. Boeing, Midwest City, Okla., has been purchased by Frank Elsea.

New owners of Hazelhurst Cleaners, 1005½ Commerce Ave., Tujunga, Calif., are Mr. and Mrs. Sam Salvey.

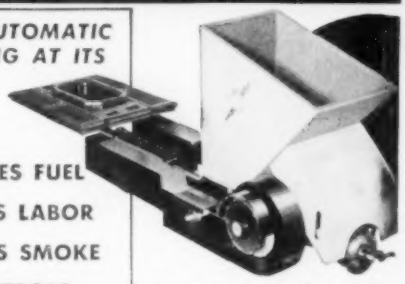
Ben Ellis and Bill Whitty opened Marlo Cleaners, E. Fourth St., Holton, Kans., with an open house. The name of the plant was chosen by contest.

An open house for the new modern plant of Wardrobe Cleaners at 126 N. Catalina Ave., Redondo Beach, Calif., was held by the proprietors, Mr. and Mrs. Wilbur L. Jones.

Mr. and Mrs. W. H. Sharpe recently held the formal opening of the new plant of Supreme Cleaners at Cement, Okla.

THE DEPENDABLE CLEANERS' STOKER

FOR AUTOMATIC HEATING AT ITS BEST



1. SAVES FUEL
2. CUTS LABOR
3. ENDS SMOKE
4. CONTROLS TEMPERATURE

Free Booklet on request

Send today for amazing proofs of fuel and labor savings made by Winkler Stokers... see how your investment in a Winkler will pay a sensationally large return—actually pays for itself in fuel savings alone.

WINKLER *fully automatic* **STOKERS**

Only Winkler has this fully automatic transmission.

U. S. MACHINE CORPORATION DEPT. N40, LEBANON, IND.

A NEW MILNOR PRODUCT!

New 30" Monel Curb Extractor
Available in Laundry & Dry Cleaning Models
Automatic Features Available

PELLERIN MILNOR CORP.
NEW ORLEANS, 18, LA. U. S. A.

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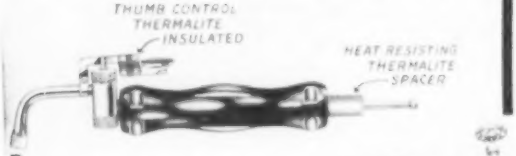
Pre-Spotting

goes faster and smoother every time with the NEWHOUSE "ALL-IN-ONE"



Thumb Controlled MASTER Spotting Gun

A quality-built, complete spotting unit. No condenser necessary. Attaches direct to main steam line by means of safety valve. Gun has stainless steel, ball bearing seat valve and large, air-cooled plastic handle. **$12.50**

4½ ft. Stotik Steam Hose, 2 Clamps and Valve, $4.00

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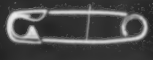
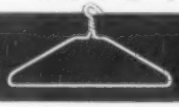
SONOMOR STRAIGHT STEEL PINS

TOPS in QUALITY

SONOMOR STEEL SAFETY PINS



TOPS in SERVICE



SONOMOR WIRE GARMENT HANGERS

TOPS in ECONOMY

More and more laundries and dry cleaners are standardizing on Prym SONOMOR pins and hangers.

More and more bulk users are coming to appreciate Prym's dependable quality, service and economy.

Prym pioneered pins made of steel, and Prym enameled quality garment hangers are unsurpassed.

Insist on Prym's SONOMOR QUALITY.

For Brass Pins of QUALITY — Prym's Aristocrat.

Arroyo Cleaners, 1220 W. First St., Livermore, Calif., has been purchased by J. H. McKay.

Canal Cleaners has been opened on Ravenna St., Naples, Calif., by Allen and Winona Campbell.

New cleaning equipment has been installed by John Fogerty at the plant of Fogerty Cleaners, 125 N. Kalmia St., Escondido, Calif.

Unique Dry Cleaners, Winfield, Kans., has been sold by Mr. and Mrs. Charles Hesemann to Francis Hahn and Eddie Winfrey, former employees of the plant.

McBride Cleaners, operated by Dwight McBride, has built a new plant on Lamar St., Sweetwater, Tex. New equipment has also been added to the expanded facilities.

California Cleaners has been opened at 37 Martin St., Colton, Calif., by veteran Wesley Patterson.

New equipment has been added at Paramount Cleaners, Paola, Kans., by owners Harry Miller and Don Clark.

Jerry Alexander has announced intention to sell Kismet Dye Works, 2422 Brooklyn Ave., Los Angeles, Calif., to Sidney Geltman.

Newman Cleaners, Erick, Okla., has been leased by Grover Newman to Harry Akin.

Bee-Jay Cleaners and Laundry, 2100 Whittier Blvd., Montebello, Calif., has been purchased by Harry B. Starr, owner of Signal Cleaning and Laundry Co., Monterey Park. Former owner Jess Hart will remain as manager.

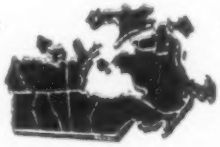
Hanover (Kans.) Cleaners has been sold by Miss Edith Greyeldinger to Mr. and Mrs. Neal Stewart.

Carnes Cleaners and Hatters has been opened at Chattanooga, Okla., by Mr. and Mrs. A. H. Carnes.

The partnership of Rene Sanchez and Jean P. McDonald in Redwood Empire Cleaners, Willits, Calif., has been dissolved, and the firm will be conducted by Rene Sanchez as sole owner.

Frank P. Batista, Jr., an Air Force veteran, has entered into partnership in the 20-year-old cleaning and men's furnishing firm operated by Guy Douglass at Caldwell, Texas. The company name has been changed to Douglass & Batista.

DOMINION OF CANADA



NEW-FOUNDLAND

The modern new plant of International Dyers and Cleaners, operated by Irvin Stordahl, has been opened at 10906 97th St., Edmonton, Alta.

Brady's Dry Cleaning establishment, at Exeter, Ont., which was badly damaged by a recent fire, is being rebuilt, it was announced by the owner, Edward Brady.

At a recent meeting of the board of directors of Burnett Limited, Montreal, P. Q., Roddy Chiaquette, president of Crown Laundry Company Limited and managing director of Duchesne Freres Limitee, was elected president, J. Angus Ogilby is vice president and Charles Leslie secretary. In addition to the officers, directors include Harold Lindsay and Rene Chenevert.

James Millman has completed an expansion program at the cleaning plant which he established three years ago at New Glasgow, N. S. The plant front has been remodeled and additional equipment installed.

Mrs. Eleanor MacCormac has been elected president and joint managing director of MacCormac's Dry Cleaning, Limited, Grand Falls, Nfld., to succeed her late husband, Dunstan MacCormac. F. B. MacCormac and L. B. Larkin were added to the board of directors, which includes J. B. McEvoy, H. J. Wyatt, William Comerford and H. K. Wyatt.

James Halfpenny, who recently took over Tweed (Ont.) Cleaners, has officially reopened the plant, which he has renamed Crown Cleaners.

Spotless Stores, Vancouver, B. C., has opened a branch at 1644 Marine Dr.

The plant of Sanitary Dry Cleaners at Ft. Frances, Ont., was razed by a recent fire following a basement explosion. The loss was estimated at $30,000.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NORTH CENTRAL

A new cleaning establishment has been opened on Main St., Woodhull, Ill., by Mr. and Mrs. Philip Welch, operators of a plant in Rock Island.

Preston (Minn.) Cleaners has been sold by James Kirkwood to Dean and Donald Crowden.

Mr. and Mrs. Andrew Barber have leased Williamsport (Ind.) Cleaners from Dean Cronkhite. Work is done at the plant operated by their son, William Barber, at Clinton.

Mr. and Mrs. Fred Berg are celebrating this year the twentieth anniversary of Berg's Cleaners, Kaukauna, Wis. Two sons, Cy and Roman, are associated in the business. A third son, Norbert Berg, is managing executive of the National Institute of Cleaning and Dyeing.

Schloemann Cleaners, Troy, Mo., recently held open house to celebrate removal of the firm to a newly completed plant.

Martell Cleaners has been opened at 1121 W. Prospect Rd., Ashtabula, Ohio, by Joseph K. Martelli, an M.I.D. graduate.

E. G. Edwards has taken over operation of the Spratt cleaning establishment in Sheffield, Ill.

Jim Strouse, owner of Jim's Cleaners, Marshfield, Mo., has announced addition of plant space and installation of new equipment.

Mrs. Louis Rahn has announced plans to establish Millstadt (Ill.) Cleaning and Dyeing.

The Klensi-Teria, Churubusco, Ind., has been sold by James Beard to Norman Buschman.

Ted Hopping, operator of Reliable Cleaners, Galva, Ill., has been granted permission to build a new drycleaning plant on Main St.

Mr. and Mrs. Clarence Stillfield have moved their Wardrobe Cleaners to a new building in Maysville, Mo.

Doering Cleaners, 12215 Western Ave., Blue Island, Ill., has opened its fifth branch, at Burr Oak and Western. The business is owned by W. O. Nixon and Victor Vanderbei.

A building addition and storage vault will be added to the plant of Uptown Cleaners and Hatters, 350 Division Ave. S., Grand Rapids, Mich. Cost of the project is estimated at $80,000 by the owners, Michael, Nicholas and James Salhaney.

Mr. and Mrs. Ernest Schindler, who recently purchased Wardrobe Cleaners, Cameron, Mo., from Mr. and Mrs. T. V. Adams, have renamed the business Nu-Way Cleaners.

Rodney S. Evans has opened Hinckley (Ill.) Cleaners & Dyers in the Bauer Bldg., Lincoln Ave.

Mr. and Mrs. Don Decker have purchased Ella Neat Cleaners, 227 W. State St., Princeton, Ind., and have renamed the plant Decker's Cleaners.

Esquire Cleaners has leased store space in a new shopping center at Ruby and Touhy, Skokie, Ill.

Cass County Cleaners, N. Independence St., Harrisonville, Mo., has installed equipment for rug and furniture cleaning, hat cleaning and leather finishing. The business is owned by Harvey A. Van Meter and Walter C. Halevond.

O'Dea's Cleaners has been opened by E. T. O'Dea, in a newly completed plant on N. Main St., Tolono, Ill.

Henry Engebrecht has opened Engebrecht Cleaners in a new building at 612 W. Fifth St., Marshfield, Wis.

Crescent Cleaners has been opened by Mr. and Mrs. Bryan Fitzgerald at 307 W. Washington St., Harrisonville, Mo. Mr. Fitzgerald also owns cleaning establishments in Joplin and Belton, Mo.

Damage estimated at $8,000 by owner Aaron Tarr was caused by explosion of a gas-fired boiler at Day Cleaners, 414 Bell St., West Akron, Ohio.

C. T. Carter has purchased Nu-Ray Cleaners, Sullivan, Ill., from James H. Ray. Mr. Carter announced plans to install additional equipment.

I. Arthur Davis, president of Davis Cleaners, 2835 Northwestern Ave., Indianapolis, Ind.,

it's **WHITE** *for lifetime...*

DRYCLEANING & LAUNDRY EQUIPMENT

Double Capacity
Easier—Faster Handling

Buttons and pockets won't catch on the smooth, baked enamel surface finish of this heavy duty cart which serves Dry Cleaners and Laundries for any carrying operation and is used as a utility truck by Department Stores. This equipment is adjustable to three convenient platform levels — 18", 23", and 27". Handles up to 350 lbs. Send for complete details.

WHITE Machine Company
104-106 Livingston St. Newark, N. J.

Look to
VIKING
To Help You With Your
PUMPING PROBLEMS

Do you have a question concerning the type of pump needed and how best to install it for greatest efficiency? Viking is equipped to give you this information and to make recommendations from the most complete line of rotary pumps in the world.

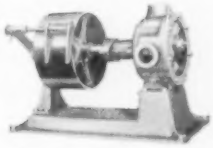


Fig. 8
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Two Sized Faces . . Large and Small—for all needs.
Veneer Board Lining Over Body . . . sweat proof.
Quality Padding and Covers . . . easy to recover.

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Now with major improvements

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★ SPRING STEEL Clamping Body Specially Tempered and Highly Flexible. Fits All Presses and Press pads.

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BEST SOAP WE'VE EVER TRIED

CUTS RUN to 10 minutes, eliminates break. Increases present equipment capacity up to 60%. Write for facts.

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- Write Today for Details

Cook MACHINERY SALES CO.
1831 CLARENCE STREET • DALLAS, TEXAS

has announced installation of new drycleaning equipment.

O'Fallon (Ill.) City Cleaners and Laundry has been opened at 315 N. Lincoln Ave. by Mrs. Orpha DeLaney.

Wardrobe Cleaners has been opened by Bill Clark on Iron St., Salem, Mo.

Mr. and Mrs. Robert Wertman have opened a drycleaning establishment on Elyria St., Lodi, Ohio.

Edward Harmeling has opened Dutch Cleaners and Dyers on Main St., Cedar Grove, Wis.

The thirteenth unit of Swan Super Cleaners has been opened at Chittenden Ave. and N. High St., Columbus, Ohio; it was announced by Andre Gelpi, president.

Robert Chapman has opened a drycleaning establishment at 7152 Higgins, Chicago, Ill.

B. I. Robison, owner of Modern Cleaners, 120 N. Lebanon St., Lebanon, Ind., has remodeled the store front and plans to add new equipment. He also announced plans to open a branch on Market St., Thorntown.

The Ray Thompson cleaning establishment at Albany, Mo., has been purchased by Elmer Ray Snapp, an ex-serviceman.

Robert Price has opened Peacock Cleaners on Third St., Carrollton, Ohio.

Bloomer Harmon and his son, Myron, have taken over ownership of the Williamsport (Ill.) Cleaners.

Decorah (Iowa) Dry Cleaners has been sold by T. E. Cheff to Mr. and Mrs. D. J. Darling. Mr. Cheff has taken possession of a drycleaning business at West Union.

Donald J. Riley and Felix G. Opperman have formed a partnership for operation of a drycleaning plant at Winneconne, Wis.

Majestic Cleaners, Juniata and Oak Hill, St. Louis, Mo., has acquired a cleaning establishment at 4137 S. Grand.

Martin Schryver, general manager of Crystal Laundry and Dry Cleaning Co., Dayton, Ohio, has announced acquisition of an option to purchase Re-New Cleaners plant on Fairground Rd. and store at 8 W. Second St., Xenia, from Robert M. Downing and Fred Gilbert.

W. J. Mason has announced plans to open a new drycleaning plant at Ripon, Wis.

Charles Coleman has announced the removal of Band Box Cleaners, Potosi, Mo., to a new location.

Elias Associates, Inc., has been incorporated to do general drycleaning at Milwaukee, Wis., by Joseph, Henrietta and John Elias.

Weisskerz Cleaners and Tailors, Inc., 1125 E. Main St., Columbus, Ohio, has opened a new plant and retail store at 1357 E. Livingston Ave., formerly Golden Cleaners. The firm is operated by M. D. and Art Weisskerz.

Morrell Cleaners, E. Main St., Clinton, Ill., has been leased by Robert Moore.

New cleaning equipment has been installed by Miss Mildred Fitch at her Model Cleaners, Wyoming St., Pleasant Hill, Mo.

Nu-Cleaners, Detroit Lakes, Minn., has been sold by Eddie Biss to B. W. Ford.

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AT LAST—ALL-COLER BLEACH

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100% safe for bleaching all mixed color combinations including changeable dyes.
Bleaches the white and brightens all colors to the original.
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1636-38-40 West Vernon Ave., Los Angeles 37, Calif.

Hoover Dry Cleaning Co., 63 N. Broadway, Peru, Ind., has been purchased by Jack and Marjorie Keller. The business will be known as Keller Kleaners.

Nu-Way Cleaners, Shenandoah, Iowa, has been sold by James Eichelberger to George Sullivan and Ralph Burke.

Joe Costanza and Everett Wilhelm have constructed a new drycleaning plant in Ashley, Ind.

Miller Cleaning & Dyeing Company, 220 E. Aurora St., Ironwood, Wis., has been sold by Earl Parmeter to Irving Dalbec.

Stachlers Cleaners, 85 S. Dixie Highway, Dayton, Ohio, recently purchased from Norman Stachlers by Robert Silvers, was badly damaged by a recent fire. Damage to clothing and equipment was estimated at over $20,000.

Mr. and Mrs. G. W. Purtle, who leased their Clinton (Ill.) Dry Cleaners several months ago, have resumed operation of the plant at 112 N. Center St.

O. C. Liles has purchased a building on S. Broadway, Poplar Bluff, Mo., to which he will move Wardrobe Cleaners upon completion of remodeling.

Mr. and Mrs. U. Fitch have sold their drycleaning plant at Cartlage, Ind., to Jack B. Moore.

Warwick Cleaners and Dyers, 3421 Broadway, Kansas City, Mo., has been sold by Dr. H. W. Young to J. M. Cusack.

Waterloo (Ind.) Dry Cleaners has installed new cleaning equipment.

NORTH EAST

Eugene H. Litchfield, a veteran and NICD graduate, has established a drycleaning plant at 58 Monroe St., Ellicottville, N. Y.

Swift Dry Cleaning and Shirt Laundering, owned by Arthur Donaldson and William Wesler, has opened a new drive-in plant at 31-01 Broadway, Fair Lawn, N. J.

Fire caused by a short circuit in wiring caused an estimated $5,000 damage to the plant of Park Cleaners, 1101 Pennsylvania Ave. W., Warren, Pa.

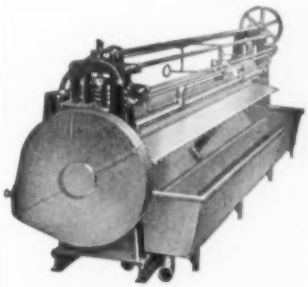
Ralph J. Nutter has purchased the interest of his partner, Darrell G. Law, in the L & N Dry Cleaners, Harrisville, W. Va.

Ashaway (R. I.) Cleaners has been established on Main St. by Richard Whelan.

Proprietor Caesar Hargano of Woburn (Mass.) Cleaners & Dyers has announced installation of his own drycleaning equipment.

The second building extension in two years has been added to Frey's Cleaning & Dyeing plant at 289 Nepperhan Ave., Yonkers, N. Y. The business is operated by Harold, Otto and Ed. Frey, great-grandsons of the founder.

As part of a planned extension program, Taft Stores, Inc., Lyons Ave., Newark, N. J., will enlarge its plant space to 55,-



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(000) square feet and increase its retail outlets from 64 in Newark and Staten Island, N. Y., to 125, according to the president, Charles Schapiro. The first of five stores in Hudson County, N. J., has been opened at 804 Washington St., Hoboken.

Mr. and Mrs. Edward Blondin have opened a drycleaning plant at 354 Main St., Lake Placid, N. Y.

B. Gross, operator of a drycleaning establishment and men's store in Media, Pa., has opened a similar establishment in Drexelbrook.

Jay L. Keagy has purchased from Morris I. Deitz the equipment of Spot Dry Cleaners and leased the buildings occupied by the business at 102 Washington Ave., Huntington, W. Va.

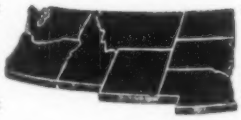
Spotless Stores, Inc., New York, N. Y., has leased a store in Levittown Center, Hempstead Turnpike, Levittown, Long Island, N. Y.

Galeton (Pa.) Cleaners has been opened on W. Main St. by Kenneth Tried.

Joseph Cummings has purchased the drycleaning establishment of James Dougan on Main St., Framingham, Mass.

Rand Dry Cleaning Stores, Brooklyn, N. Y., has moved one of its units from 210 Prospect Park W. to 221 Prospect Park W.

NORTH WEST



Cur-Del Cleaners, Brookings, Ore., has been bought by Ken Taylor from Mr. and Mrs. Henry Horst.

Mr. and Mrs. Ray Hummeutt have purchased a drycleaning plant and laundry at Harlowtown, Mont.

Gray's Cleaners, Evergreen Highway, Washougal, Wash., has been leased by Ellis and Carrie Gray to Marie Milan, Dorothy Appel and Edith Fisher.

Anton J. Vandrover, owner of Valley Cleaners, Valley City, N. D., has remodeled his plant on Main St.

Plymouth Cleaners, New Plymouth, Idaho, has been sold by Mr. and Mrs. Fred Maxwell to Mr. and Mrs. Veryl Krueger.

Harrisburg (Ore.) Cleaners has been sold by Dale W. and Marybelle J. Norris to Grace Brock.

Mr. and Mrs. A. H. Fox have opened Fox Cleaners at S. Seventh and Bridger Sts., Miles City, Mont.

Heppner (Ore.) Cleaners has moved to a newly constructed plant on Main St. The business is owned by W. C. Collins.

Mr. and Mrs. Gaylord Miller, operators of Keep-U-Neat Cleaners, Torrington, Wyo., have moved to a new plant at 1010 East A St.

Central Cleaners, Walla Walla, Wash., has been purchased by Key City Cleaners from pioneer cleaner Clyde Stanton, who is retiring.

A. R. Makela has sold his drycleaning business at Orofino, Idaho, to N. C. Peterson.

Ideal Cleaners, Grandview, Wash., has been sold by Garris Wolfe to Mr. and Mrs. Carl Sullens, who have rented half of the Bender Bldg. for use as a cleaning plant.

F. O. Sutton has established Acme Cleaners & Dyers at 1035 Iowa St., Ashland, Ore.

Stewart Cleaners, Tenino, Wash., has been purchased by Mr. and Mrs. A. L. Garrett.

A new plant for Master Cleaners, Lyman, Nebr., is being constructed on the site of the former building. The plant is owned by Mr. and Mrs. "Jimby" Mc-Hale.

The building formerly occupied by Nanecktell Cleaners on Orondo St., Wenatchee, Wash., has been sold. F. W. Nanecktell and Vernon O. France have been granted a permit to build a new drive-in plant at Chelan and First Sts.

Neal McCurdy plans to open a drycleaning plant in Brandon, Mont.

The plant of Gessen Cleaners at Seward, Nebr., has been extensively remodeled. The firm, which also serves Milford, David City and Friend, is operated by Leonard Gessen.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Mr. and Mrs. Paul Maslonka have purchased the interest of their former partner, Donald Vogt, in Logan Valley Cleaners, Walthill, Neb.

A fire of undetermined origin caused an estimated damage of $2,000 to the boiler room of Arcadia Cleaners, Toledo, Ore. According to the owner, Bert Greenwood, the building was covered by insurance.

Al Cash, owner of Cash's Monkey Cleaners, 7081 S. E. Milwaukie, Portland, Ore., has opened Columbia Leather Cleaners and Dyers in adjacent quarters.

Stacey's Cleaners & Dyers, Portland, Ore., has opened its sixteenth store, at 1103 S.W. Taylors Ferry Rd.

Chelsea Park Cleaners, 136th S.W. and Ambaum Rd., Seattle, Wash., has been sold by Mrs. Alice Trowbridge to Mr. and Mrs. L. F. Gannon.

Mr. and Mrs. Morris Ostrom have opened a drive-in cleaning establishment at 9001 Holman Rd., Seattle, Wash.

Mr. and Mrs. Ray Pendergraft have opened the new plant of Washakie Cleaners at Worland, Wyo.

Selma and Vivian Cantrell have purchased an interest in Thrifty Cleaners, Powell and Foster, Portland, Ore.

SOUTH EAST

Reynolds Dry Cleaners has moved to a new location in Maryleany, Fla., and added new equipment.

Nu-Way Cleaners, Ashland, Ky., has been leased by George T. Thornbury to D. C. Moore and Dow Reed. The plant will be managed by Mr. Reed.

Albano Cleaners has opened its new plant at 234 W. 22nd St., Norfolk, Va. The firm, which is operated by James A. Albano, will maintain as a retail outlet the former location at 431 W. Olney Rd.

Cecil Martin and Eugene Dodson have moved Martin-Dodson Cleaners to a new location on W. Madison Ave., Athens, Tenn.

Model Cleaners, 2365 Masonic Dr., Alexandria, La., has been sold by Dewitt L. Smith to Charles A. Wells, Jr.

Maurice Drilling has opened Drilling Cleaners at 402 N. Moose St., Morrilton, Ark.

Rainbow Cleaners has been established on West Broadway, Ocala, Fla., by Carlton L. Williams.

Louis Duncan, operator of Peerless Cleaners, Benton, Ky., has installed a new boiler unit.

L. L. Pate and Jack Pate, owners of Pates Cleaners, Malvern, Ark., have remodeled and enlarged the firm's plant at Main and Dyer Sts.

Drive In Dry Cleaners, N. Beach St. and First Ave., Daytona Beach, Fla., has been sold by B. L. Fontevint to H. J. Bodne.

OBITUARIES

Robert Anderson, 51, owner of Burlington Dry Cleaners, Burlington, Ontario, Canada, died February 1. A native of Scotland and a veteran of the first World War, Mr. Anderson was a member of the Canadian Legion and the Burlington Chamber of Commerce. He is survived by his widow, his mother and a brother, John Anderson, who was associated with him in business.

Henry Conne, 51, secretary-treasurer of Buddle Dry Cleaners, Grand Rapids, Michigan, died suddenly February 1. He is survived by his wife, a daughter, his mother, a sister and a brother.

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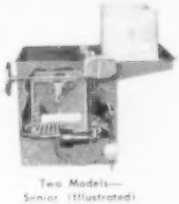

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ALL PRICES	250	5.00
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Gilbert J. Doby, proprietor of Doby Dry Cleaners, Durham, North Carolina, died February 4 after a long illness. He was a member of the Durham Laundry and Dry Cleaners Association, the Co-Op Club, Durham Masonic Lodge No. 352, Sudan Temple, and Durham Shrine Club. Mr. Doby is survived by his wife, a daughter, a son, his parents, four sisters and five brothers.

Frank Francis Fink, 74, operator of the Fink drycleaning establishment at Pittsburg, Kansas, died suddenly three days after the death of his son. Mr. Fink was a member of Elks, Rotary and Masonic Lodge No. 187. He is survived by his widow and three daughters.

William H. Fricke, 64, president of North Side Cleaners and Dyers Company, Chicago, Illinois, died at his winter home in Melbourne Beach, Florida. He is survived by his widow, a son and a daughter.

Herman Gossett, 51, proprietor of Gossett's Cleaners and Furriers, Lincoln, Illinois, died February 16 while on a vacation at Miami Beach, Florida. Mr. Gossett was an active member and officer of the Lincoln Masons and Elks. He is survived by his wife, two sons, a daughter and a half-sister.

James Howard Gullatt, 41, owner of Howard Cleaners, West Springfield, Massachusetts, died February 15 after a long illness. He was a member of the West Springfield Dry Cleaners Association, Chamber of Commerce, Elks and Lions. Survivors are his wife, four daughters, a brother and his mother.

Martin Hulst, Sr., 66, proprietor of Hulst & Son Dry Cleaners & Dyers, Grand Rapids, Michigan, died February 28 of a heart attack. A native of Holland, Mr. Hulst came to Michigan 40 years ago. He was active in church affairs. Surviving are his wife, four sons, three daughters, four brothers and a sister.

Mrs. Margaret Harding Nugent, founder and president of Nugent Cleaners, Worcester, Massachusetts, died November 20. A native of Ireland, Mrs. Nugent founded the drycleaning firm in 1910 and became president when it was incorporated in 1928. She is survived by a son.

George E. Patterson, owner of Red Feather Cleaners and Patterson Cleaners, Sacramento, California, died February 27. He was a graduate of both the technical and management courses at the National Institute of Cleaning and Dyeing. He is survived by his wife, Velda, who plans to continue operating the business, and by a daughter.

Ben Romero, former owner of Valley Dry Cleaners, Sherman Oaks, California, died of a heart ailment after an illness of a year. He is survived by his wife, three daughters and one son.

Frank Stutz, a pioneer in the drycleaning field, died suddenly on February 18 in Miami, Florida. In the early days of the industry he had been on the staff of the National Institute of Cleaning and Dyeing and of the Institute for Maintaining Dry Cleaning Standards. More recently, he had been active in the rug cleaning industry. Funeral services were held in New York on February 22. Mr. Stutz is survived by his wife, a son and a daughter.

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John C. Taisen, 75, operator with his brother, Walter, of the Taisen Cleaning and Dyeing Works, Aurora, California, until his retirement three years ago, died recently at San Francisco. He was a member of Woodmen of the World and past member of the Stockton Lodge of Moose and Knights of Pythias. He is survived by his wife, his brother and two daughters.

Harry D. Taylor, 54, owner of Columbia Cleansers, Boston, Massachusetts, died December 18 after a period of ill health. An active and popular member of the NICD Alumni Society, Mr. Taylor was a member of the 57th class. For over 13 years he represented the Columbia Appliance Corporation in the New England area. He is survived by his son and a brother, who now operate Columbia Cleansers.

Charles Henry Towler, proprietor for 42 years of Annex Wardrobe, Toronto, Ontario, Canada, died February 6 after a brief illness. He was an active church worker. Mr. Towler is survived by his widow, a son and a daughter.

Fred L. Weingaertner, 54, president of L. G. Weingaertner & Sons, Inc., of St. Louis, Missouri, died January 25. He is survived by his widow, two brothers and four sisters.

Mackard Wicks, 37, operator with his brother, Melvin, of Superior Cleaners, McCleansboro, Illinois, died recently as a result of injuries received in an auto accident. He is survived by his parents, his brother and a sister.

MEETINGS SCHEDULED

April 16, 17, 18 and 19—Laundry & Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, Hollywood Beach Hotel, Hollywood, Florida.

April 22 and 23—Connecticut State Association of Cleaners and Dyers, Annual Convention, Hotel Mohican, New London.

April 28 and 29—West Virginia Launderers and Dry Cleaners Association, Annual Convention, Clarksburg.

May 4, 5 and 6—California Dryceleaners Association, Annual Convention, Wilton Hotel, Long Beach.

May 5 and 6—Oregon State Dry Cleaners Association, Annual Convention, Bend.

May 11, 12 and 13—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Empress Hotel, Victoria, B. C., Canada.

May 17, 18 and 19—Laundry & Cleaners Allied Trades Association and Laundry and Dry Cleaning Machinery Manufacturers Association, Annual Convention, Moraine-on-the-Lake, Highland Park, Illinois.

May 28, 29 and 30—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Royal Alexandra Hotel, Winnipeg.

October 7, 8 and 9—American Institute of Laundering, Annual Convention and Exhibit, Boston, Massachusetts.

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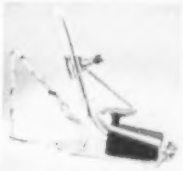

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For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 1074-2

LAUNDRY PLANTS and **DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

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Drycleaning plant, Florida West Coast, population over 100,000, increasing yearly. Modern equipment 100%. Hoffman and Cassell, doing around $100,000 yearly. Could be increased at least 50% by worker with some ambition. Have sufficient equipment for that amount. Owner wants to retire. Price $75,000, at least half cash. **ADDRESS:** Box 3415, **NATIONAL CLEANER & DYER.** -2

LOS ANGELES. Modern retail Stoddard solvent plant, long established, good prices, over $100,000 volume. Long lease. A money-maker for an experienced operator. Price $65,000. Terms. **ADDRESS:** Box 3416, **NATIONAL CLEANER & DYER.** -2

For sale. Established **SOLVENT PLANT FULLY EQUIPPED** located in city of 40,000 in Western **KENTUCKY.** All cash and carry. **MODERN EQUIPMENT IN A-1 CONDITION.** Down payment $8,500, balance financed. **ADDRESS:** Box 3418, **NATIONAL CLEANER & DYER.** -2

WELL ESTABLISHED MODERN SOLVENT PLANT in **SOUTH FLORIDA. EQUIPMENT LESS THAN THREE YEARS OLD.** Grossing over $850 weekly and growing. Long lease with option. $75,000-$15,000 **HANDLES. ADDRESS:** Box 3430, **NATIONAL CLEANER & DYER.** -2

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Modern Retail Solvent Plant located Michigan. Established 25 years same location under present management. Has good reputation for quality work. 1949 tops all previous years averaging $800 weekly. Two trucks. 90% machinery purchased past three years. New cleaning plant. Fire proof. Worth your investigation. Will lease property. $20,000 Cash necessary. Will help finance balance to responsible party. Reason for selling, retiring. **ADDRESS:** Box 3470, **NATIONAL CLEANER & DYER.** -2

Modern fully equipped synthetic and solvent drycleaning plant, downtown location. New equipment. Prices $1.00 up. Gross $900 to $1,000 weekly. Situated in West Palm Beach, Fla. Owner retiring because of age, and health. Housing available for buyer. No reasonable offer refused. Address: Box 127 Riviera Beach, Florida. 3473-2

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SMALL SOLVENT PLANT, LOW RENT, COUPLE CAN HANDLE IT. FACTORY TOWN. TERMS. INDIANA. ADDRESS: Box 3481, **NATIONAL CLEANER & DYER.** -2

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DRYCLEANING PLANT, solvent. New machinery throughout. Doing $60,000. Capacity $5,000 week. New building, 6-year lease. Oldest plant in Midwest. Established 64 years in restricted loop area. Photos on request. Price $40,000. Selling on account of illness. Weitzel Cleaners & Dyers, 1111 Hennepin, Minneapolis, Minnesota. 3518-2

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Wanted: Live-Wire Salesman to call on drycleaning and laundry plants to sell equipment and general supplies in parts of New York State, Vermont and Pennsylvania. Good opportunity. Must have car. **ADDRESS**: Box 3560, **NATIONAL CLEANER & DYER**. -14

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 South St., Brooklyn 31, N. Y. 3371-14

Salesmen or nonsemen with following or contacts for **LEADING HOUSEHOLD DRYCLEANING FIRM**. Specializing in cleaning of upholstered furniture, draperies, rugs, carpets shampooed on premises, lampshades, flameproofing and leather furniture. Salary and commission. Open for all good propositions. **ADDRESS**: Box 3417, **NATIONAL CLEANER & DYER**. -14

A Salesman to represent a quality soap manufacturer on an exclusive basis selling soaps and spotters to drycleaning plants in protected territory. Must have selling experience, a car and a working knowledge of a drycleaning plant. Our representatives are earning from $5,000 to $25,000 per year. **ADDRESS**: Box 3441, **NATIONAL CLEANER & DYER**. -14

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Excellent opportunity for capable cleaner and silk spotter; must be qualified to take charge of cleaning room, willing to accept responsibility and train new employees; must be sober and steady worker. Plant located in Western New York State. When answering this ad give full information and wages expected. **ADDRESS**: Box 3584, **NATIONAL CLEANER & DYER**. -7

WORKING PRODUCTION FOREMAN, RETAIL QUALITY PLANT. 80 employees. **CHICAGO SUBURB**. Advancement limited to personal ability and aggressiveness. **ADDRESS**: Box 3510, **NATIONAL CLEANER & DYER**. -7

SUPERINTENDENT to take full charge of drycleaning department in modern plant in eastern Iowa town of 80,000. Must be able to train and handle help. Excellent opportunity to the right man. All replies held in strict confidence. **ADDRESS**: Box 3511, **NATIONAL CLEANER & DYER**. -7

Manager-superintendent for laundry and drycleaning plant in Midwest. In city of 50,000. Must be thoroughly experienced in all phases of plant operation including wage incentives. Also handler with sales and advertising. Attractive position for the right party. **ADDRESS**: Box 3512, **NATIONAL CLEANER & DYER**. -7

Silk Spotter. One who can produce quality work. Fine, modern plant. Good salary. Queen Cleaners, 420 Watertown St., Newton, Mass. 3522-7

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WORKING SUPERINTENDENT, N.I.C.D. GRADUATE. Retail and wholesale experience, progressive production man able to train help, dependable and steady, desires a permanent position. **ADDRESS:** Box 3261, **NATIONAL CLEANER & DYER** -5

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Steady position wanted: Exceptionally good man, competent in all branches of the trade, able to instruct new and old help. 30 years' experience, can furnish best of references. **ADDRESS:** Box 3375, **NATIONAL CLEANER & DYER.** -5

SILK SPOTTER, PROFESSIONAL, HUBBARD GRADUATE IN DRYCLEANING, SPOTTING AND WETCLEANING. ADDRESS: Box 3382, **NATIONAL CLEANER & DYER.** -5

Manager, laundry and drycleaning plant, or will lease or run plant on percentage basis. Have 25 years experience. **ADDRESS:** Box 3432, **NATIONAL CLEANER & DYER.** -5

General manager, superintendent, or production manager. Capable of handling the largest plant in the industry in both drycleaning and laundry. Knows how to train new help and get the best out of old help. Knows how to organize an organization and keep it hitting on all of its cylinders. Will accept large or small plant. Location no object. **ADDRESS:** Box 3436, **NATIONAL CLEANER & DYER.** -5

Expert silk spotter, thoroughly experienced in handling fine materials such as evening and wedding gowns. Capable of handling dress department and keeping the wool department out of trouble. Seventeen years experience. Have handled Palm Beach exclusive drycleaning. Capable of management of plant. **ADDRESS:** Box 3451, **NATIONAL CLEANER & DYER.** -5

Well experienced plant and production manager, used to handling a five thousand dollar volume business per week. Age 46, 25 years experience. Best references. Immediate connections. **ADDRESS:** Box 3452, **NATIONAL CLEANER & DYER.** -5

MANAGER or **SUPERINTENDENT:** 25 Years' experience. Proven ability as an efficient operator of medium and large plants. Modern costs and production methods. Furnish complete details regarding your position and proposition. Best of references. **ADDRESS:** Box 3453, **NATIONAL CLEANER & DYER.** -5

SILK SPOTTER: Capable of assuming the responsibilities of your cleaning and spotting departments. Training of help. Years of experience. Details in full requested. References furnished. **ADDRESS:** Box 3456, **NATIONAL CLEANER & DYER.** -5

Experienced drycleaner, age 34, desires job as superintendent, or assistant in a plant located in one of the following states: Ohio, Michigan, Indiana and Kentucky. Has college background and 12 years experience. All inquiries will be acknowledged. **ADDRESS:** Box 3485, **NATIONAL CLEANER & DYER.** -5

FANCY SPOTTER and **WASHER WANTS POSITION.** Illinois or Wisconsin preferred. **ADDRESS:** Box 3486, **NATIONAL CLEANER & DYER.** -5

PRESSER Reliable, sober man wants steady employment. Can produce quality work and plenty of it. **ADDRESS:** Box 3491, **NATIONAL CLEANER & DYER.** -5

Drycleaning manager-superintendent. N.I.C.D. Graduate, solvent, synthetic, shirts. High production with quality. 50 miles radius New York City. **ADDRESS:** Box 3492, **NATIONAL CLEANER & DYER.** -5

Superintendent of drycleaning plant—silk spotter, has had 27 years experience. Year-round job. Florida East Coast, salary $100 per week. Married, 52 years old. **ADDRESS:** Box 3493, **NATIONAL CLEANER & DYER.** -5

MANAGER. 12 years experience, 9 years plantwork in South, all-around man. Age 39, married, sober, dependable. N.I.C.D. Very best of references. Will accept full responsibility or carry instructions. Capable of handling white or colored help. Production or quality plant. Available 30 days. **ADDRESS:** Box 3496, **NATIONAL CLEANER & DYER.** -5

SITUATIONS WANTED (Cont'd)

Salesman, experience calling on laundries and drycleaners, also jobbers, covering Md., Pa., Va. & D. C., desires to make a change. What have you to offer? **ADDRESS:** Box 3439, **NATIONAL CLEANER & DYER.** -5

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Inexperienced. Willing work free, Saturdays only, New York City metropolitan area, in exchange for opportunity to learn drycleaning business. **ADDRESS:** Box 3502, **NATIONAL CLEANER & DYER.** -5

MANAGER, GENERAL DRYCLEANING PLANT PRODUCTION and **EXECUTIVE EXPERIENCE.** 25 years background. Thorough knowledge and ability to impart same to others. Age 45, married, enthusiastic, dependable. Would like connection in near future where these qualifications would be appreciated. **ADDRESS:** Box 3504, **NATIONAL CLEANER & DYER.** -5

Working **SUPERINTENDENT** or **MANAGER.** Expert spotter, drycleaner with 30 years practical and executive experience. Can handle help and train new employees. Familiar with time saving and production methods. Capable to assume full responsibilities. **ADDRESS:** Box 3508, **NATIONAL CLEANER & DYER.** -5

POSITION WANTED AS SILK SPOTTER. Family man, 13 years experience, now employed as assistant manager, well qualified to handle manager's position, experienced in cleaning of all garments as well as cleaning and treatment of leather, suedes and fur garments, acquainted with both synthetic and petroleum solvents, would like position where ability is appreciated. Would like connections with large organization. All mail will be answered. Prefer location in Midwestern states, appreciate answers from southern West Virginia, Ohio, Kentucky. **ADDRESS:** Box 3509, **NATIONAL CLEANER & DYER.** -5

SPOTTER—silk and wool—140F or synthetic, full or part time, New York City and suburbs. **ADDRESS:** Box 3515, **NATIONAL CLEANER & DYER.** -5

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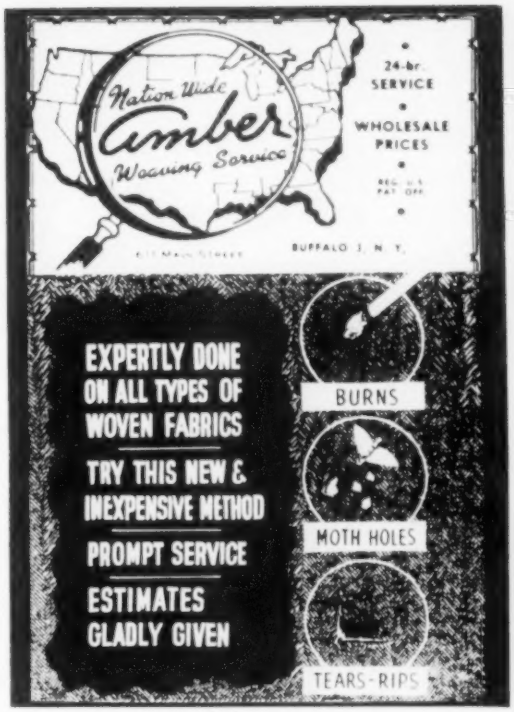

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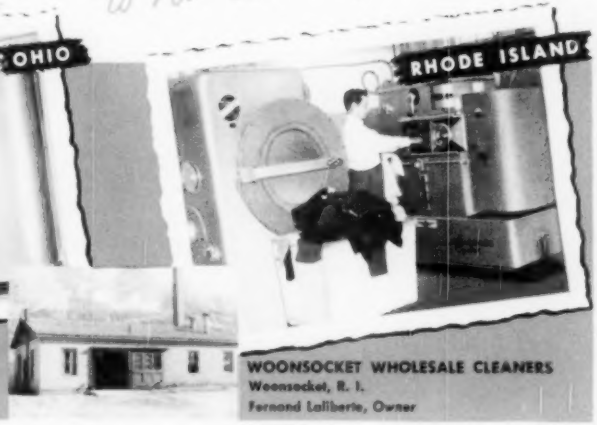

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